# Sponsorship Proposal

## Hornsby Lions Juniors Rugby Club

**Join the Pride!**

**Participation & Fun ... from 6 to 60**

As a 100% volunteer organisation, PARTICIPATION and FUN are the cornerstones of the Club Philosophy. In summary, every child will receive equal time on the paddock, regardless of age, weight, height, ability or shoe size. In order for the Club to fulfil its goals, it is essential that we provide a family oriented environment where mothers, brothers, sisters, grandparents and any other family member or friend are genuinely welcomed.

At Hornsby you can spend your entire rugby career at the one club, not having to change as you move from Juniors to Seniors. A major benefit of the close link with our seniors is that coaches and assistant coaches are often drawn from their ranks. The Seniors have an important role as mentors to the junior players as they come through the ranks.

## Rugby Union

Rugby Union is a truly global sport, played by men and women, boys and girls, in more than 100 countries across five continents. With a fast-growing following in Asia, the Americas and Africa, the Rugby World Cup is now acknowledge as the third most important global sporting event, behind the Olympics and the FIFA World Cup.

Players will tell you that rugby union is the game played in the heavens, yet the beauty of the game is only part of its appeal. Individuals stay involved with rugby throughout their lives - as players, coaches, officials, managers or supporters - because it's an incredibly social sport. Rugby Union brings together people from different age groups and backgrounds, and encourages long lasting friendships between children, adults and families. A rugby club provides opportunity for people and business alike: children and young adults learn life skills from older members, individuals new to the community gain much needed social network, and businesses find employees, affiliations and new avenues for growth.

# About Hornsby Junior Rugby Union Club

We would like to take this opportunity to introduce the recently re-formed Hornsby Junior Rugby Union Club. The Club ceased operation in 1968 and was re-established in 2001 due to popular demand. A new committee was established in early 2004 to commence planning for the 2005 and subsequent seasons and build on the work undertaken by the foundation crew.

In regard to the club activities - The committee is seeking to lock down the principles that have served us well since the club was resuscitated in 2000. Words are easy to put on a page but we are committed to “walking the walk” and branding ourselves as the “participation” club. In the true spirit of park rugby, every child’s enjoyment is the paramount concern and equal time on the paddock regardless of ability, shape or size is the cornerstone of the Club. Some old fashioned values such as respect for teammates, coaches, officials and the opposition are also part of this.

For the Hornsby Junior Rugby Union Club, succeeding on these fronts is far more important than winning games and collecting trophies (don’t get us wrong: we do enjoy the odd win and have had our share of grand finals in the last couple of years!). In short our success is judged purely on whether kids and parents come back for another season. Perhaps the grass roots end of the game may have something to teach representative ranks on this score.

In 2003, the Club fielded one team: under 12s. In 2004 the Club fielded four teams : Under 7s, Under 9s, Under 12s and Under 13s. In 2005, the club was very proud to field seven teams: Under 6s, 7s, 8s, 9s, 10s, 12s and 14s. In 2006, we had teams in eight age groups: Under 6s, 8s, 9s, 10s, 11s, 13s, 14s and 15s.

In seasons 2007, 2008 and 2009 we fielded teams in 10 age groups from U6 to Open (U18). This continued growth is evidence that were are getting it right - both on and off the field and that the Club's ethos described above is what people of looking for in junior sport.

The Club has formulated a business plan addressing player recruitment and promotion as well as development of coaching resources and systems. For the most part, the latter issue involves codifying and formulating the traditions and policies that have been developed informally since 2000.

Our goal continues to be to field one team in each age group from Under 6s through to Opens. Importantly, our long term goal is to be able to maintain this presence in each age group at the level of one or perhaps two teams. We have no grand expansion plans beyond this. Our objective is to have a small, sustainable and manageable club where the core values of player participation and enjoyment are first and foremost. We are seeking to establish and maintain a genuine rugby community and link to our senior club.

## SOCIAL PROGRAM

A social program to promote club spirit, including the Gala night, den nights, presentation day, trivia nights and other special family events.

Partners and children are encouraged to attend games and participate in club functions

Sponsors are also invited to attend club functions as a way to meet the people they support.

## ENQUIRIES

All enquiries regarding Hornsby Lions Juniors Rugby Club sponsorship packages should be directed to:

Adam Craven

Mobile: 0432 979 329

e-mail - bluegumframing@gmail.com

## TERMS AND CONDITIONS

### Payments

a. Sponsorship commitments must be received in writing by letter or e-mail

b. Sponsorship commitments need to be paid in full BEFORE the club actions the sponsors package

c. Invoices/receipts for Sponsorship commitments will be forwarded

### Cancellation

a. All Sponsorship commitments are binding once ANY sponsor benefit has been provided

# SPONSORSHIP OPPORTUNITIES

## We have put together several great packages to suit every budget!

**In Kind sponsorship - Join the Pride!**

If you have a local business and would like to get involved with the club, maybe you/your business could donate goods/time in lieu of recognition in the Lions Pages

Please contact Adam for ideas on how you could get involved with Pride!

**Lions Pages- $100.00 - One Year Sponsor p.a**

Yes.....Join the Pride's very own local business directory.

Margaret Chidgey, our web guru, is currently in the process of building the Lions Pages.

Add your business logo

Business website link

Business phone number

And 20 words to best describe your business!

(Do the math, $100.00 divided by 52 weeks = $1.92 per week - Bargain - Beats the local Rags)

Biggie upgrade here - for an extra $25.00 your business will be featured on the Seniors website too!

**Player Sponsorship Package - $250.00 - One Year Sponsor**

Invitation to Back To Hornsby Rugby Event

Recognition on the Hornsby Lions Junior Website with sponsored player's photo

Hornsby Lions Rugby Cap

A link to your website from the Hornsby Lions Juniors Website

Thank you Certificate

**Bronze Sponsorship Package - $500 - One Year Sponsor**

Complementary ticket for one person to attend the Gala night

Invitation to Back To Hornsby Rugby Event

Recognition in The Drum (Lions Newsletter)

Recognition on the Hornsby Lions Junior Website

Hornsby Lions Rugby Cap

Sponsorship recognition award to the 'Best player' Award and Sponsors Plaque

Photograph with team / banner

Thank you Certificate

**Silver Sponsorship Package - $750.00 - One Year Sponsor**

Complementary tickets for two people to attend the Gala night

Invitation to Back To Hornsby Rugby Event

Recognition in The Drum (Lions Newsletter)

Recognition on the Hornsby Lions Junior Website

Hornsby Lions Sponsors Rugby Polo

Hornsby Lions Rugby Cap

Sponsorship recognition award to the 'Best player' Award and Sponsors Plaque

Photograph with team / banner

Thank you Certificate

**Gold Sponsorship Package** - **$1000.00 p.a - Two year Sponsor**

Players T-shirts with sponsors name/phone number

Complementary tickets for two people to attend the Gala night

Invitation to Back To Hornsby Rugby Event

Recognition in The Drum (Lions Newsletter)

Recognition on the Hornsby Lions Junior Website

Hornsby Lions Sponsors Rugby Polo

Hornsby Lions Rugby Cap

Appropriate recognition at all events / functions - Sponsors to provide banner/materials

Sponsorship recognition award to the 'Best player' Award and Sponsors Plaque

Photograph with team / banner

Thank you Certificate

**Platinum Sponsorship Package - $3000.00 p.a - Three year Sponsor**

Purchase of Brand New Jerseys, new design, for one team, with sponsors logo

Players T-shirts with sponsors name/phone number

Complementary tickets for four people to attend the Gala night & brief speech

Invitation to ALL social events

Recognition in The Drum (Lions Newsletter)

Recognition on the Hornsby Lions Junior Website

Appropriate recognition at all events / functions - Sponsors to provide banner/materials

Sponsorship recognition award to the 'Best player' Award

Platinum Sponsors merchandise package - Personalised Sponsors Rugby jersey, polo, cap and bag **(1st year only for Rugby Jersey)**

Professionally framed photo of team/sponsor with recognition plaque

Thank you Certificate

**Tailor Made**

We are also able to tailor packages to your requirements, please contact Adam

For example we have shorts, sleeves, t-shirts, training pads, corner posts, goal post, referee team, training tops…the list is endless!

**Corporate Logo / Materials**

Sponsors are asked to provide a copy of their corporate logo, in electronic form, for use on the Club website.

Also, any banners, business cards, leaflets, etc are to be provided by the Sponsor.

**Payment Methods**

Please make cheques payable to the Hornsby Lions Juniors Rugby Club

**Sponsorship Benefits**

Our goal is to be the rugby club of choice in the Upper North Shore area

Our mission is to provide a fun, competitive and social sporting atmosphere for all players, supporters and sponsors.

To achieve our goals, we require help from NSW businesses like yours. We need help to finance our coaching development programs, to provide players with uniforms, training equipment and safe and secure grounds, and to further build a social environment suitable for juniors, seniors and families alike.

In addition to the feel-good factor associated with supporting a local organisation, a sponsorship of HJRUC can provide some practical benefit to your business in the form of:

i.Tax Deductions

ii. Advertising opportunities ( ex: on-site billboards, posters and pamphlets; team branded jerseys; representation on our clubs website; etc)

iii. Acknowledgement of your support with a Thank you certificate

iv. Potential associations with other HJRUC sponsors

v. Networking opportunity with local businesses owned and operated by HJRUC members and supporters

Thank you.

# Hornsby Lions Juniors Rugby Club