



Highland Rugby Sponsorship Packages

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Highland Rugby Club 2011 Sponsorship Kit



INTRODUCTION

Welcome to the Highland Rugby Club sponsorship kit for the 2011 season. We hope that when you have read this package, you will find that the Highland Rugby Club is an attractive prospect for your sponsorship.

RUGBY, WHAT'S RUGBY?

The game of rugby was first played in England in 1823. It is said that the sport was created at the town of Rugby's junior school, by William Webb-Ellis when during a game of soccer; he picked up the ball and ran with it. It is a sport that combines teamwork, speed, skill, power and sportsmanship.

Rugby is a truly international sport, played in over 100 countries throughout the world, and is regarded as the fourth largest participant sport.

WHO IS HIGHLAND RUGBY?

Highland Rugby began as a small group of rugby players from Fergus looking for a game in 1990. Since those humble beginnings, Highland Rugby has become a club boasting success in every division in Ontario, and is currently competitive in every age group of Ontario Rugby, from seniormen and women down to the U08 coed group.

The club now has made its home in Fergus, with a newly completed clubhouse giving the facility to host numerous tournaments and events on Victoria Park.

To date, the club has produced a number of players that have excelled nationally and internationally at both junior and senior levels. Showing that with the right support we can make a difference.

Despite being one of the youngest clubs in Ontario, our history of success is impressive. A brief timeline of our club's history follows:

1991 - Gerry McLaughlin invited 12 friends to play rugby

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- They played only exhibition games, and called themselves "The Fergus Highlanders"
- 1992 - Highland Rugby Club joined the Niagara Rugby Union (NRU) 'C' Division (the lowest division in the league)
 - Finished last of 7 teams in the division
- 1993 - Won NRU 'C' division
 - Promoted to NRU 'B' division
- 1994 - Lloyd Lewis (Ontario Provincial coach) became coach
 - Second place finish in NRU 'B' division
- 1995 - Won 'B' division and promoted to NRU 'A' division
 - Hosted a top team from Scotland, the Watsonians, at the Highland Games
- 1996 - Came second in NRU 'A' division, 1 point behind Windsor
 - Created a Women's side
 - Created a 2nd men's side
 - Came 2nd in an international Providence Rhode Island tournament versus top US NCAA College teams
 - Won Kris Kraus tournament, beating Brock RFC in the final.
- 1997 - Finished first in NRU 'A'
- 1998 - Finished first in NRU 'A'
 - Undefeated through two previous seasons, 26 - 0
- 1999 - Finished first in NRU 'A', won Intermediate Cup for promotion to the All Ontario Rugby Union (ORU)
 - Won the World Indoor Sevens Championship in Truro, NS
- 2000 - Finished second in ORU 'B' Division,
 - Promoted to Top Division in Ontario, the Marshall Division (ORU 'A')
- 2001 - First season in Marshall Division, Finished 5th in Ontario
- 2002 - Second season in Marshall Division,
 - 12 players selected to NRU Allstar team.
- 2003 - Junior Division is started at U16 level and U12
 - Senior continue to have a good run in the Marshall League
- 2005 - Junior Division is starting to expand with players as young as five now playing for the club
- 2009 - Clubhouse is officially opened

-U16s travel to England on a 50 strong man tour

2010 - Biggest registration in Highland history. Highland has a first having a team in every age group of the NRU and ORU from U08 to Senior men.

- Junior girls division starts to expand and has an competitive u15 side

Highland Rugby is a family oriented club, and made up of players from all walks of life and nationalities. With the introduction of a mini's program (coed under 12) and women's team this year, it is indeed a family affair. The common thread is their love of this truly exciting international game.

2011 - THE WAY AHEAD

Highland Rugby continues to develop, not only on the field, but as an important club for the community. We strive to provide an opportunity for men, women and children to play a great game and become active in an international community of rugby players. Highland Rugby helps people become physically active and learn important lessons about teamwork, leadership, and discipline and skill development.

The focus of the club's executive has been to develop, our plans to establish a clubhouse and playing fields for our club and other sports teams in the community. With this newly opened focal point for the club will enable us to further our goal to create a family environment and have facilities to develop and attract top athletes and coaches.

On the field, the aim for 2011 is to improve the Club's record, with the goal of all divisions of the club improving on their record of 2010. Highland athletes have been back in training since mid-January, focused on being a stronger and competitive side in 2011.

WHERE YOUR SPONSORSHIP DOLLARS GO

Highland Rugby is a not-for-profit organization. No player, official or associate of the club is paid for his/her involvement.

All sponsorship funding goes to the club and is used to run and equip the club. Areas of expenditure include;

- New Equipment.
- Jerseys and kit (including socks, shorts and golf shirt).
- Ground fees.
- Club registration.
- Insurance.
- Competition fees.
- Rugby Canada dues.
- Rugby Ontario dues.
- Niagara Rugby Union dues.
- Fieldhouse Improvements

WHAT DO YOU GET FOR YOUR MONEY

The Highland Rugby Club plays games all over the province and is becoming more prominent in the media. For home games, several hundred spectators are typical in an afternoon, and for more prominent games as many as 2000 people have come to the games. We are expecting larger than average crowds this year since it is a world cup year and with the addition of new teams to the club. With the exposure of our organization, the value of your sponsorship will quickly pay dividends for your business.

The Highland Rugby Club offers several levels of sponsorship for businesses or individuals:

Platinum - Club Sponsor

- Large Logo on the front of Team jerseys (22 Jerseys)
- Large Logo on training Jerseys
- Front page Logo on Website
- Advert on Field house Notice board
- Logo on letterhead for all club correspondence
- Official Highland Rugby First Team Jersey
- Certificate of appreciation, supplied for display in Business Premises

Cost: \$2500

Gold Club Sponsor

- Large Logo on one piece of Highland Equipment
 - Post pads for example
- Large Logo on the front of Team jerseys (22 Jerseys)
- Front page Logo on Website
- Advert on Field house Notice board
- Certificate of appreciation, supplied for display in Business Premises

Cost: \$1500

SILVER Club Sponsor

- Large Logo on the front of Team jerseys (22 Jerseys)
- Front page Logo on Website
- Certificate of appreciation, supplied for display in Business Premises

Cost: \$1000

SPECIAL PACKAGE FOR 2011

- Large Logo on new training Jerseys for all players
- Front page Logo on Website
- Advert on Field house Notice board
- Certificate of appreciation, supplied for display in Business Premises

Cost: \$1500

CONCLUSION/NEXT STEPS

Thank you for taking the time to read this package. If you believe Highland Rugby is the right choice for your sponsorship funds then please contact club President, Joe Bowley or visit our website.