



## **ECBRFC SPONSOR OPPORTUNITIES SEASONS 2011/2012**

### **THE FRIENDS of BAYS RUGBY FAMILY IN 2011-INTRODUCTION**

East Coast Bays Rugby Football Club ("Bays Rugby") is inviting you to join our Rugby Family in 2011, as a Sponsor Member and to be part of something very special.

Our club is built on the core values of family, community, youth, Team 1st, fair play, fun, serving our stakeholders, excellence, success and of course providing a winning environment for our Rugby teams! In 2009 we began a renaissance at the club in our quest to return it to the mighty years of the 1980's, when Bays was on the top rung in North Harbour Rugby. Bays have always had a strong Rugby culture and our stakeholders and advocates see it as second to none. In 2009 the positive change in mood and vibrancy at Bays was obvious to outside observers of the Rugby scene and we are committed to sustaining this over the long term. The change was no accident and was the result of some clear vision, strategic planning and commitment by our Rugby Family. The Rugby results in 2009 were way beyond our expectations, with Bays having four out five Senior Competition teams in the Finals. We were the second most successful club in North Harbour, based on results and teams in finals. This success continued in 2010. Success stems from good planning, commitment and hard work and requires continuous nurturing. In 2010 we put in place an ambitious Five Year Strategic Plan in place to ensure we achieve our key goals and we see you being part of this success. Success breeds success! A lot of people have felt the "buzz" at the club in 2009 and 2010 and now want to be part of it. In 2010 our membership grew substantially, as did our players and teams, with the addition of one extra Senior team.

Back again after last year's march up the Premier rankings, is our exceptional Premier Head Coach, Bill Wigglesworth. With him again in the Senior Coaching Team we also have the technical knowledge of former All Blacks selector Peter Thorburn and former North Harbour coach Allan Pollock. The Premiers, Senior 1<sup>st</sup>'s, Senior 2nds, U85kg's, U21's, U19's and Presidents have an exceptional group of managers, trainers, coaches, players and medical people combining to provide a truly formidable line up. Each year Bays have produced more and more Representative players and 2009/2010 was no exception. This playing and coaching success creates a very attractive environment for new players entering the Harbour union or wanting a positive change in their rugby careers and we are already seeing that trend occur before the season starts. They want to be part of it. Our new Strategic Plan requires us to manage our Rugby Club as we would any successful business, on very well founded business principles. Our Executive Committee is empowered to drive the Strategic Plan and provide effective governance and management. At an operations level we have enlisted an impressive list of volunteers into focused teams to implement our 7 key drivers for success.

A large part of our success is the role our Sponsors play in supporting our club financially. Your sponsorship funding is used to support the teams and players achieve their success. It provides the essential funding for playing and training equipment and apparel, player and coach development and scholarships, the Rugby Academy, training, team operations etc.

If you enjoy being part of a successful venture, become a Bays Rugby Sponsor and join us as part of the Friends of Bays Rugby Family! For this 2011 season we are offering a unique and mutually beneficial opportunity for you to be part of our Rugby Family, as a Sponsor Member. Our Sponsor Plan provides a wide range of opportunities for Sponsor members; Diamond & Platinum Premium for ground & club overall Sponsors; Team Gold, Silver & Bronze Sponsors for those supporting each team; the \$500 Club Sponsors; Trade Directory Sponsors along with players, supporters and other stakeholder Sponsor members complete our family of Sponsor members.

In return for your support, Sponsor benefits cover a wide range depending on the level of Sponsor support, including: media exposure, ground & club room signage, flags, website, match programme, newsletter, exposure to our database of up to 1000 members, Jersey and apparel naming rights, acknowledgement in after match speeches, access to players and coaches, business referrals & networking opportunities, function and event opportunities, access to a private Sponsors' area within the club rooms, fun game days and other special events, Sponsor functions and complimentary full memberships.

There are a number of sponsor opportunities available with the East Coast Bays Rugby Football Club (Inc) ("Bays"), for the 2011 & 2012 seasons. We have designed our sponsor packages to make them more attractive to all parties. Diamond, Platinum, Gold, Silver Bronze & \$500 Club sponsor packages are available for two seasons. These are generally 2 year minimums because of apparel and branding cost implications and Bay's desire to establish long term relationships to the benefit of all parties.

Trade Directory listings are available for 1 year or multiple years;

Details of all sponsorship levels are contained in our Sponsorship Pack attached.



## **SUMMARY SPONSORSHIP**

Summary and recommended \$ Sponsorship levels are listed below:

### **Club Sponsorship**

- **Diamond -\$15K to \$20K per annum.** Benefits and conditions for 2 years or by negotiation. Restricted to 1 exclusive sponsor.
- **Platinum-\$10K to \$15K per annum.** Benefits and conditions for 2 years or by negotiation. For 2 years by negotiation. Restricted to 1 exclusive sponsor.

### **Premier Team Sponsorship**

- **Premier Gold Level- \$5K per annum, for 2 years.** Restricted to 1 exclusive sponsor per team.
- **Premier Silver Level - \$ 2K per annum, for 2 years.** Restricted to 3 exclusive sponsors for the Premier team.

### **All Other Senior Team Sponsorship**

- **Gold for all other senior teams; Senior 1sts, Senior 2nds, U85kg, U21, U19 and Presidents is \$3K per annum, for 2 years.** Restricted to 1 exclusive sponsor per team.
- **Silver for all other senior teams; Senior 1<sup>st</sup>, Senior 2nds, U85kg, U21, U19 and Presidents \$1.5K per annum, for 2 years.** Restricted to 3 exclusive sponsors per team.
- **Bronze- \$1K per annum, for 2 years.** Unrestricted sponsors and sponsors per team.
- **\$500 Club- \$500 per annum, for 2 years.** Restricted to 22 exclusive sponsors per team or per playing squad member.
- **Trade Directory- \$250 per annum per trade listing, for 2 years.** \$500 for exclusive page listing @ 1 per trade.

**Notes:** Other options are available by negotiation.



## **CLUB SPONSORSHIP**

### **DIAMOND**

These are premium sponsor Packages with Sponsorships and benefits by negotiation, but typically community, club, multiple team or ground naming rights. Not to be in conflict with Platinum, Gold, Silver, Bronze or \$500 Club s and their apparel naming rights.

**Indicative Diamond Sponsorship \$ level-\$15K to \$20K per annum.**

### **PLATINUM**

These are premium Packages with Sponsorships and benefits by negotiation, but typically community, club or ground naming rights. Not to be in conflict with Diamond, Gold, Silver, Bronze or \$500 Club s and their apparel naming rights.

**Indicative Platinum Sponsorship \$ level-\$10K to \$15K per annum.**



## **TEAM SPONSORSHIP**

### **PREMIERS**

#### **PREMIER GOLD SPONSOR**

The Gold Sponsor gains the premium and exclusive naming rights for the flagship Premier team.

##### Gold Sponsor Benefits include:

- Premium naming rights to the full East Coast Bays Premier team including the Premier playing jersey set (25 in the set, with 22 in the playing squad) and may include training gear and equipment naming at Sponsor's cost and as requested. As a minimum it will be the front jersey panel sublimation e.g. "*the ABC Ltd*". Logos are encouraged where available, but the objective is to ensure maximum name exposure for the Gold Sponsor.

Note; Other sponsors such as Silver sponsors or greater may be entitled to secondary naming on sleeves, socks, shorts or collars not in a premium position depending on Package negotiated. \$500 Club members are entitled to their name on the back panel of their drawn Jersey.

- Exclusive acknowledgement of Sponsor's name in relation to the Premier Team, in all media communications, interaction and at all the Senior Rugby Club presentations: example – ECB Senior teams proudly supported by "*the ABC Ltd*" at all post match presentations, prize giving's and announcements in reference to the premier team.
- Dominant exposure with all media releases.
- Dominant sign site at the ground. Sign at Sponsor's cost.
- Dominant exposure on Sponsor's board in Club Room behind MC box (1.2 x 1) for prize giving.
- Exclusive Signage site available on both sides near half way on number one field, as required by Sponsor. Signs at Sponsor's cost.
- Sideline protector pads 300 x 300 x 1500 x 2– in premium front view location, if required by Sponsor. Pads and printing at Sponsor's cost.
- Dominant website exposure Spot – On front page banner of ECB website (average 1,000 hits a month), with web link to Sponsor's website.
- Dominant exposure Spot on ECB Newsletter & game day programme – distributed to up to 700 members and other associated parties, which will be published for all Premier / Senior A home games.

- Access to East Coast Bays Senior players for company promotion work (subject to availability and NZRFU / North Harbour contractual commitments).
- Access to the teams changing rooms after games when appropriate.
- Acknowledgement in after match speeches. If available, to give out 'Player of the Day Awards'.
- Principal Gold Sponsor and 3 others invited to luncheon and refreshments at one home game.
- Principal Sponsor and 3 others to receive complimentary annual membership to the club.
- Trade Directory Entry – this will be exclusive, if required by the Gold Sponsor, for the service or trade. To be discussed and negotiated, if a conflict arises.
- Other access and marketing opportunities that the Sponsor club proposes during the season that is acceptable to all parties.
- Signed Sponsor Agreement.

**Premier Gold Sponsor Cost: \$5000 per annum for 2 years. The cost of signage will be met by the Sponsor and can be arranged at competitive rates through the club's printing company. Gold Sponsors are restricted to 1 company /organisation / individual per senior club team.**



## **PREMIER SILVER SPONSOR**

Silver Sponsors play an important role at the club. Silver Sponsors gain the secondary naming rights for the Premier Team. They are entitled to a number of Sponsor benefits in return for their sponsorship and support of the club. Silver Sponsors are restricted to 2 per senior team.

### Silver Sponsor Benefits include:

- Specific apparel naming rights for one selected East Coast Bays Senior team of choice on a first come 1<sup>st</sup> in basis, including Premiers. The Silver Sponsor is entitled to secondary naming rights on selected team apparel of one of the following; Jersey sleeves or collars, shorts or socks, but not in the premium position of the principal or higher level like the Gold or the \$500 Club s who have front and back Jersey panel respectively, depending on Package negotiated.
- Silver Sponsors' names to be published beside selected teams in the match day programme (Sponsor has the option to nominate associate businesses to any team for naming purposes.)
- Sign placed around the ground – at Sponsor's own cost as required
- Sideline protector pads 300 x 300 x 1500 x 1 (Logo Permitting.), at Sponsor's own cost as required
- Access to East Coast Bays Senior players for company promotion work (subject to availability and NZRFU / North Harbour contractual commitments).
- Acknowledgement in the Clubs newsletter, website and programme, which will be published for all Premier / Senior 1st home games.
- Principal Sponsor invited to luncheon and refreshments at one home game.
- Principal Sponsor to receive complimentary annual membership to the club.
- Trade Directory Entry – this will be exclusive, if required by the Silver Sponsor, for the service or trade. To be discussed and negotiated, if a conflict arises.
- Signed Sponsor Agreement.

**Premier Silver Sponsor Cost: \$2000.00 per annum for 2 years. The cost of any signage required by the Sponsor will be met by the Sponsors and can be arranged at competitive rates through the club's printing company. Silver Sponsors are restricted to 3 per Senior team.**



## **OTHER SENIOR TEAMS' SPONSORS**

### **OTHER SENIOR TEAMS GOLD SPONSORS**

The other Senior Teams' Gold Sponsors gain the exclusive naming rights for their specific Senior team; Senior 1sts, Senior 2nds, U85kg, U21, U19 or Presidents.

#### **Senior Gold Sponsor Benefits include:**

- Premium naming rights to one full East Coast Bays Senior team (not Premiers) including that specific Senior playing jersey set (25 in the set, with 22 in the playing squad) and may include training gear and equipment naming at Sponsor's cost and as requested. As a minimum it will be the front jersey panel sublimation e.g. *"the ABC Ltd"*. Logos are encouraged where available, but the objective is to ensure maximum name exposure for the Senior Gold Sponsor.

Note; Other sponsors such as Silver sponsors or greater may be entitled to secondary naming on sleeves, socks, shorts or collars not in a premium position depending on Package negotiated. \$500 Club members are entitled to their name on the back panel of their drawn Jersey.

- Exclusive acknowledgement of the Sponsor's name in relation to their Senior Team, in all media communications, interaction and at all the Senior Rugby Club presentations: example – ECB *"Senior 1sts"* proudly supported by *"the DEF Ltd"* at all post match presentations, prize giving's and announcements in reference to the premier team.
- Dominant exposure with all media releases.
- Dominant sign site at the ground. Sign at Sponsor's cost.
- Dominant exposure on Sponsor's board in Club Room behind MC box (1.2 x 1) for prize giving.
- Signage site available on both sides near half way on number one field, if required by Sponsor and not required by Premier Sponsor. Signs are at Sponsor's cost.
- Sideline protector pads 300 x 300 x 1500 x 2– in premium front view location, if required by Sponsor and not required by Premier Sponsor. Pads and printing at Sponsor's cost.
- Dominant website exposure Spot – On front page banner of ECB website (average 1,000 hits a month), with web link to Sponsor's website.
- Dominant exposure Spot on ECB Newsletter & game day programme – distributed to up to 700 members and other associated parties, which will be published for all Premier / Senior A home games.



- Access to East Coast Bays Senior players for company promotion work (subject to availability and NZRFU / North Harbour contractual commitments).
- Access to the teams changing rooms after games when appropriate.
- Acknowledgement in after match speeches. If available, to give out 'Player of the Day Awards'.
- Principal Gold Sponsor and one other invited to luncheon and refreshments at one home game.
- Principal Sponsor and 1 other to receive complimentary annual membership to
- Trade Directory Entry – this will be exclusive, if required by the Gold Sponsor, for the service or trade. To be discussed and negotiated, if a conflict arises.
- Other access and marketing opportunities that the Sponsor club proposes during the season that is acceptable to all parties.
- Signed Sponsor Agreement.

**Senior Gold Sponsor Cost: \$3000 per annum for 2 years. The cost of signage will be met by the Sponsor and can be arranged at competitive rates through the club's printing company. Gold Sponsors are restricted to 1 company /organisation / individual per senior club team.**



## **OTHER SENIOR TEAMS SILVER SPONSORS**

The other Senior Teams' Silver Sponsors gain the secondary naming rights for their specific Senior team; Senior 1sts, Senior 2nds, U85kg, U21, U19 or Presidents. Silver Sponsors play an important role at the club. They are entitled to a number of Sponsor benefits in return for their sponsorship and support of the club. Silver Sponsors are restricted to 2 per senior team.

### Silver Sponsor Benefits include:

- Specific apparel naming rights for one selected East Coast Bays Senior team of choice on a first come 1<sup>st</sup> in basis. The Silver Sponsor is entitled to secondary naming rights on the selected team apparel of one of the following; Jersey sleeves or collars, shorts or socks, but not in the premium position of the principal or higher level sponsor like the Gold or the \$500 Club s who have front and back Jersey panel respectively, depending on Package negotiated.
- Silver Sponsors' names to be published beside selected teams in the match day programme (Sponsor has the option to nominate associate businesses to any team for naming purposes.)
- Access to East Coast Bays Senior players for company promotion work (subject to availability and NZRFU / North Harbour contractual commitments).
- Acknowledgement in the Clubs newsletter, website and programme.
- Principal Sponsor invited to luncheon and refreshments at one home game.
- Principal Sponsor to receive complimentary annual membership to the club.
- Trade Directory Entry – this will be exclusive, if required by the Silver Sponsor, for the service or trade. To be discussed and negotiated, if a conflict arises.
- Signed Sponsor Agreement.

**Senior Silver Sponsor Cost: \$1500.00 per annum for 2 years. The cost of any signage required by the Sponsor will be met by the Sponsors and can be arranged at competitive rates through the club's printing company. Silver Sponsors are restricted to 3 per Senior team.**



## **BRONZE SPONSORS**

Bronze Sponsors also play an important role at the club. They are entitled to a number of Sponsor benefits in return for their sponsorship and support of the club. Bronze Sponsors are not restricted to any number.

### Bronze Sponsor Benefits include:

- Acknowledgement in the Clubs newsletter, website and programme, which will be published for all Premier / Senior 1st home games.
- Sign placed around the ground – – at Sponsor's own cost as required.
- Dominant exposure on Sponsors' board in Club Room behind MC box (1.2 x 1) for prize giving (immediately below higher ranked Sponsors).
- Website exposure Spot – On s page of ECB website (average 1,000 hits a month, immediately below higher ranked Sponsor's), with web link to sponsors website, if required.
- Listed in the ECB Newsletter / Home Match programme (distributed to up to 700 members and other associated parties), which will be published for all Premier / Senior 1<sup>st</sup> home games in 2010 (Sponsor's name listed against the player's number).
- Acknowledgement in after match speeches.
- Principal Sponsor invited to luncheon and refreshments at one home game.
- Principal Sponsor to receive one complimentary annual membership to the club.
- Trade Directory Entry – this will be exclusive, if required by the Bronze Sponsor, for the service or trade. To be discussed and negotiated, if a conflict arises.
- Signed Sponsor Agreement.

**Bronze Sponsorship Cost: \$1000.00 per annum for 2 years. The cost of any signage will be met by the Sponsor and can be arranged at competitive rates through the club's printing company. Bronze Sponsor's are not restricted to any number.**



### **\$500 Club Sponsors (22 player sponsors per each senior team)**

These Sponsors also play a vital role at the club. They will enjoy a number of benefits. It is an excellent way to promote your business on the named Jersey and Player to our approximately 1000 members and many other spectators and visitors.

#### \$500 Club Benefits include:

- Naming rights to a selected East Coast Bays Senior team player /Jersey number for all games. The first 22 x \$500 entries received are selected for the Premier draw and so on for each team. One Premier Team Jersey number for each \$500 entry.
- The second 22 x \$500 entries ( or part thereof) will go into the Senior 1<sup>st</sup> /Reserve Draw and so on through Senior 2nds, Restricted U85kg, U21,s, U19's or Presidents, in the order the \$500 entry is received. Sponsor's may elect to go to a specific team draw if a position/team number is available in that draw but is generally on a first in first choice basis.
- To have Sponsor's name printed on the back of the jersey (no logos) for Premiers and Senior 1sts. Other Jersey printing options may be available where printing options are available e.g. Screen printing. Sponsor's name to be published beside selected number in the match day programme. Sponsors have the option to nominate associate businesses to any team for naming purposes.
- Dominant exposure on Sponsor's board in Club Room behind MC box (1.2 x 1) for prize giving (immediately below higher ranked Sponsors).
- Website exposure Spot – On Sponsor's page of ECB website (average 1,000 hits a month, immediately below higher ranked Sponsors), with web link to Sponsor's website, if required.
- Listed in the ECB Newsletter / Home Match programme (distributed to up to 1000 members and other associated parties), which will be published for all Premier / Senior 1<sup>st</sup> home games (Sponsor's name listed against the player's number).
- General acknowledgement in after match speeches.
- Principal Sponsor invited to refreshments to 1 home game.
- Principal Sponsor to receive 1 complimentary annual membership to the club.
- Trade Directory Entry – for the service or trade.
- Signed Sponsor Agreement.
- Sponsor has right to own the Jersey after 2 full years, in the event the team does not win the championship, in which case it goes the player.

**\$500 Club Sponsorship Cost: \$500.00 per Jersey/Entry per annum for 2 years. The cost of any signage will be met by the Sponsor and can be arranged at competitive rates through the club's printing company. \$500 Club Sponsor's are restricted to 22 entries per each senior team. Sponsor may elect to have more than one Jersey number per Team.**



## **TRADE DIRECTORY SPONSORS**

These Sponsors also play a vital role at the club. They will enjoy a number of benefits and are not restricted to any number of entries. It is an excellent way to promote your business to our approximately 1000 members. There will be 4 places for each service or trade. If you want exclusivity it will cost \$500 for the whole category for that service or trade.

### Trade Directory Benefits include:

- Entry on our Trade Listings website page.
- Entry on our Trade Listings board to be mounted within the clubrooms.
- 1 complimentary annual membership to the club.
- **Trade Directory Sponsorship: \$250.00. Trade Directory Sponsors are not restricted to any number.**