



## WPL All-Stars 2018 Sponsorship

We are very excited to partner with Rugged Rugby Tour for our 2<sup>nd</sup> WPL All-Star event the 2018 WPL All-Stars East vs. West match. The match will be held at Denver University on July 28<sup>th</sup>, 2018 as a part of the Rugged Rugby Tour. The event will include the match, a massive tailgate experience, and live music to create a high-performance festival atmosphere!

Our fundraising goal for this event is to alleviate costs to our athletes who will be showcased during the event by way of covering room and board, facilities, coaching staff, and trainer support. Both the WPL and Rugged Rugby Tour have a mission to make rugby more accessible to both athletes and fans, so covering those costs will go a long way to create a high-quality experience for all!

We are looking for both corporate sponsors and supporter level sponsorships to meet our \$12k goal which will cover the costs for players to attend the event. Options will be listed briefly below; more detailed descriptions of our offerings are included in the Rugged Rugby Tour packet.

### Jersey Sponsorship

High visibility at the match and images/video of the match, many levels of entry depending on location on jersey and choosing both sets (East & West) or a chosen team's jerseys.

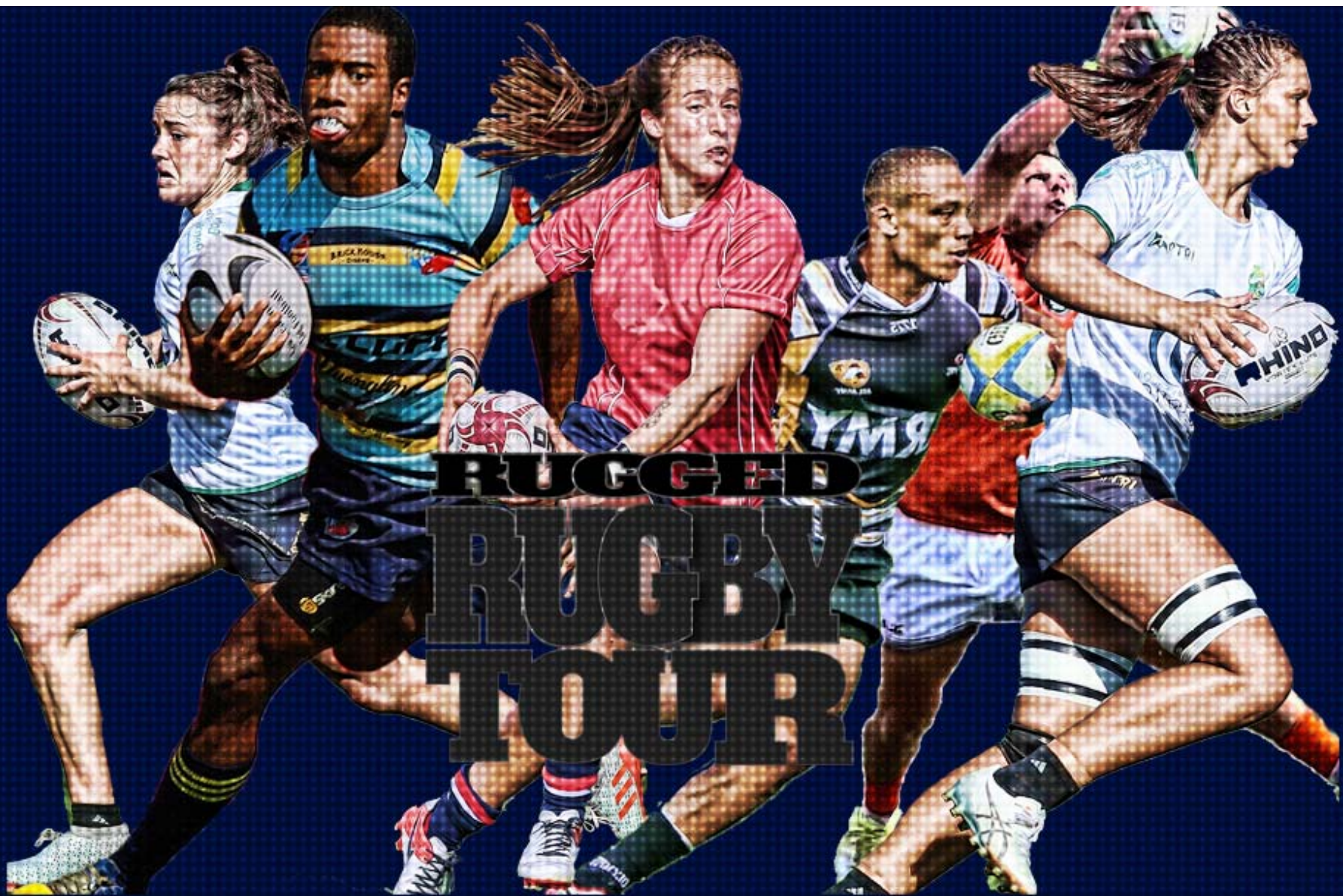
- \$5k – Front panel of both jerseys (\$2.5k for each)
- \$1k – Back panel of both jerseys (\$500 for each)
- \$500 – Sleeve or other ancillary location of both jerseys (\$250 for each)

### Social Media Sponsorship

High online visibility on Facebook, Twitter, and Instagram to create a conversation about the event and you! \$5k for exclusive sponsorship, varying levels below this as well. All sponsors will be featured on social media through the WPL page and the Rugged Rugby Tour page, but the Exclusive Social Media Sponsor is included in all posts about the event.

### Day-of Event Sponsorship

Lots of options for high visibility at the event itself, including corporate hospitality boxes, social media photo booth sponsors, and promotional pint glasses. Please contact Rugged Rugby Tour for more information on these day-of options!



## Advertising Partnerships

[www.ruggedrugbytour.com](http://www.ruggedrugbytour.com)

## **Our Vision:**

To showcase the game of rugby on a local, regional and national stage to new and existing fans in a daylong festival atmosphere.

## **Our Messages:**

Engage with the rugby community; a community that brings people together.

Rugby is an accessible game that unites people at every level.

Engage friends, fans and followers of an entertaining, engaging and respected sport.

## **Rugby's Values:**

Tradition, Teamwork, Respect, Character, Sportsmanship, Entertainment and Enjoyment.

***Let the Rugged Rugby Tour introduce you to the sport of rugby. Bring your family, friends and colleagues to a daylong festival of rugby, food, drink and music.***



# About The Rugged Rugby Tour



- ✓ The Rugged Rugby Tour is an original rugby entertainment platform that showcases the epic game of rugby to new and existing fans in a community-based, festival atmosphere.
- ✓ Our exciting Rugged Rugby Tour entertainment events offer broad appeal and visibility for all types of fans. Surrounded by the high-performance sport of rugby, our events are impactful, entertaining, and engaging.
- ✓ We bring together the best local, regional, national and even international rugby talent.
- ✓ Working closely with the community at each of our tour stops, the Rugged Rugby Tour takes an innovative approach to promote our events and content, introducing thousands of new fans to the sport of rugby, while providing loyal, existing rugby fans a new type of engaging experience to enjoy their favorite sport.

***If this is your first game or you are a loyal rugby fanatic, the Rugged Rugby Tour is the perfect way to enjoy a superb rugby experience.***

# Why Become An Advertising Partner with The Rugged Rugby Tour?

- ✓ **Accessible.** We have advertising options available to small and large companies, offering passive, active and premium media platforms to fit any size budget.
- ✓ **Innovative.** The Rugged Rugby Tour uses traditional, digital and social media to create brand-related conversations for our partners.
- ✓ **High Performance.** We connect with the rugby community and the community at-large by producing quick, detailed and engaging content.
- ✓ **Hospitality.** The Rugged Rugby Tour hospitality components are highly relevant to companies, providing a premium opportunity to spend quality time with clients and/or prospects to solidify business relationships.
- ✓ **Cool Factor.** Be a part of America's fastest growing sport – rugby – and build your company's prestige and image through sport.
- ✓ **Exposure.** Earn media coverage across rugby, mainstream sports and mainstream media.
- ✓ **Original Content.** Create original promotions and be a part of a distinct sponsorship activation opportunity.
- ✓ **Activate Locally.** Local advertising can be seen at the regional and national level.
- ✓ **Authentic.** As a high-performance sport, rugby is an entertaining, engaging and respected sport.

***People will always watch live sports and they'll engage  
with their friends and other fans unlike any other activity.***

# Rugged Rugby Tour Partner Benefits

The Rugged Rugby Tour offers a perfect sponsorship activation platform for hospitality, social media, digital content marketing and building awareness. Our platform allows fans to connect with brands over a premium community experience. Consider:

- ✓ Sponsorship promotes a positive image and culture for your business. Be front and center by showcasing your business.
- ✓ Increased brand awareness and media exposure through association with a cool sports event.
- ✓ Get exposure across Rugged Rugby Tour social media, media advertising, press/media promotions, emails, video and website.
- ✓ Extend your demographic reach.
- ✓ Enhance customer experience.
- ✓ Reconnect with customers and engage in person-to-person conversations versus talking at customers.
- ✓ Great ROI.
- ✓ Ground floor opportunity with an opportunity to be part of a fast-growing sports story.
- ✓ All partnerships offer a fully curated package.

# Sponsorship Opportunities

## Corporate Hospitality Boxes

Make Rugged Rugby Tour an ideal entertainment destination for strengthening existing business relationships, forging new ones, or simply rewarding those clients who continually supply your business with their trade. Our packages include dedicated hosts/hostesses, inclusive food and drink, as well as visibility and recognition throughout the event.



## Social Media Photo Booth Sponsors

Connect with fans, friends and the Rugged Rugby Tour by sponsoring a photo booth that allows you to increase social media fans and collect data. Fans will instantly share a branded photo to Facebook, Twitter, Instagram, etc. Content that fans will want to share!



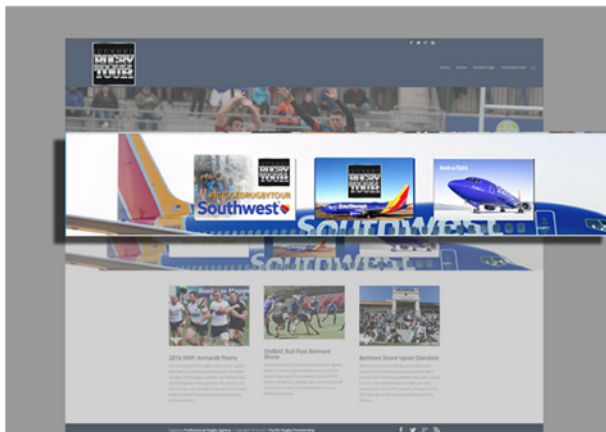


## Promotional Pint Sponsor

Promotional Pints offer premium, high visibility space through a commemorative collector's item that offers long promotional life. The promotional pints are sure to get lots of photos and are environmentally friendly.

## Social Media Sponsorship

Tap into our expertise and fan base to develop mutually beneficial content. Our social media sponsors work to generate online conversations for your business and bring your company's marketing and new media presence to the next level.



## Presenting Digital Sponsorship

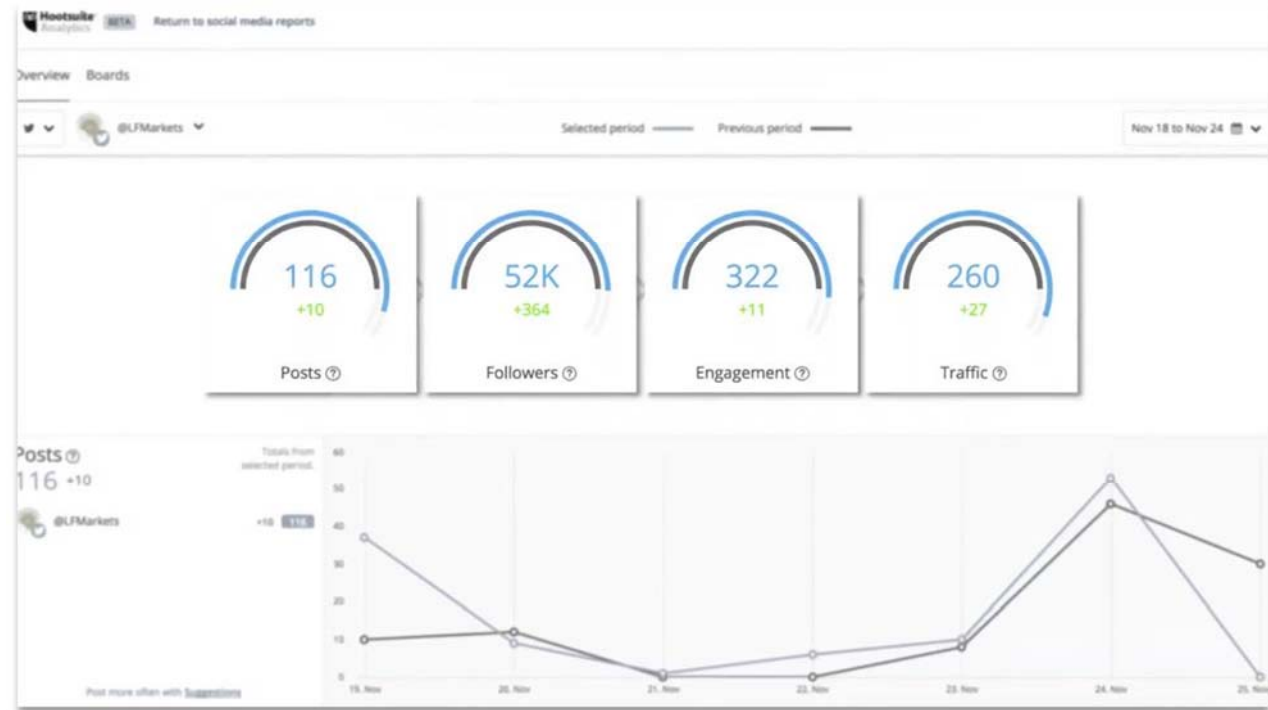
- ✓ Get the highest visibility and recognition on the Rugged Rugby Tour website:
- ✓ RuggedRugbyTour.com
  - 100% share of voice to an advertiser on the home page.
- ✓ Most heavily-trafficked page.
- ✓ We offer a local and national takeover.
- ✓ Our presenting digital sponsorship is interactive with ability to dialogue to fans.
- ✓ Immersive, digital sponsors enjoy multiple touch points.
- ✓ Included in and identified in all content marketing plans.



# Dedicated to Advertising Partners' ROI

Rugged Rugby Tour has planned benchmarks and a plan for evaluating sponsorship ROI, including:

- ✓ Total Press Releases (National) + Views + Impressions
- ✓ Total Press Releases (event specific) + Views + Impressions
- ✓ Robust Content Plan (local)
- ✓ Robust Content Plan (national)
- ✓ Total Social Media Posts
- ✓ Total Mentions of Sponsor
- ✓ Total Audience at Venue
- ✓ Total Audience Media Audience
- ✓ Pre-event Posts/Post-event Posts
- ✓ Sponsor Images from Event
- ✓ Sponsor Video from Event
- ✓ Total Mentions at Event
- ✓ Number of Impressions through Pre-event to Post-event

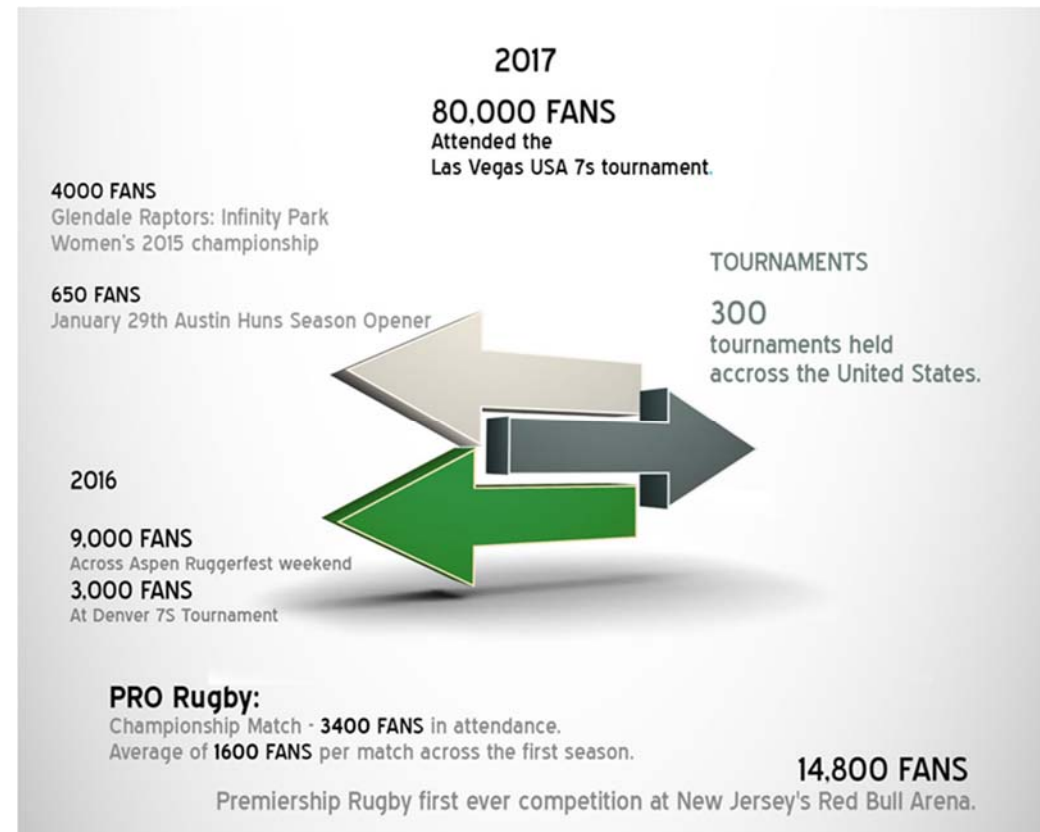
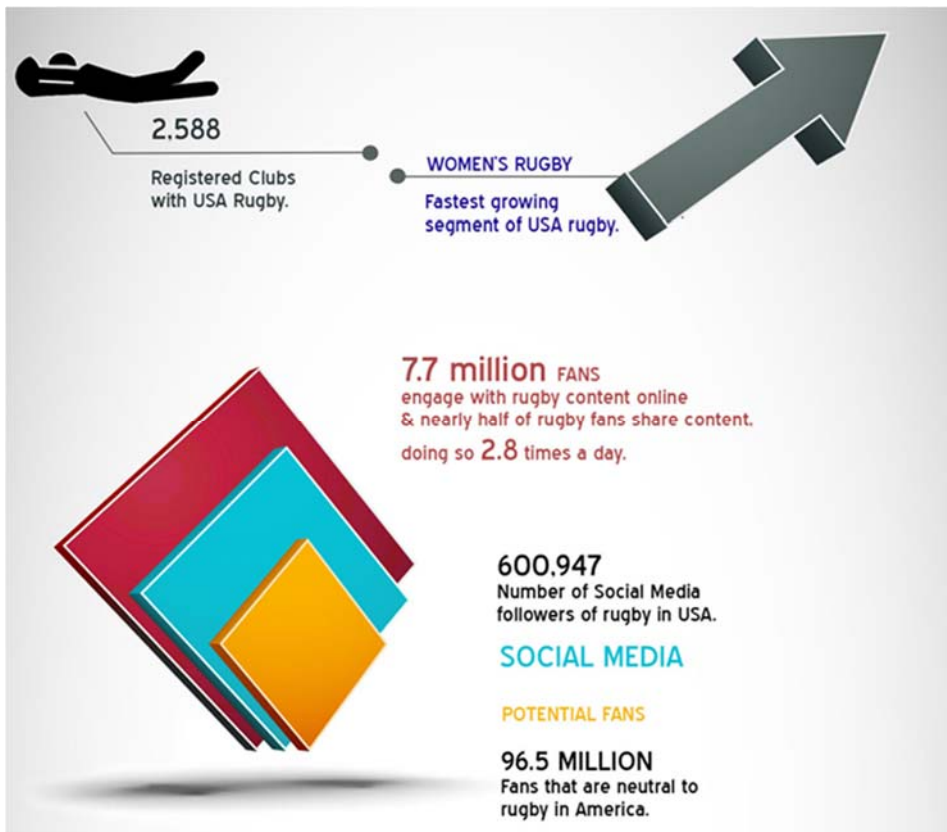


# The Sport of Rugby at-A-Glance

- ✓ Rugby, also known as the “sport of gentlemen,” is the most famous game across the globe. Henry Blaha once said, “Football is a beastly game played by beasts. Soccer is a gentlemen’s game played by beasts. But Rugby is a beastly game played by gentlemen.”
- ✓ Rugby is the sport that inspired American football.
- ✓ Rugby is growing with large numbers of both core rugby lovers and less dedicated rugby followers. The sport generates widespread interest among men and women and is typically characterized by heightened levels of interest among the more affluent sectors of society.
- ✓ Rugby is the fastest growing team sport in North America.
- ✓ Rugby is the fastest growing collegiate sport for both men and women.
- ✓ Marketing statistics note that rugby fans tend to skew toward younger, active, more educated and affluent.
- ✓ The growth in the rugby market is best illustrated by broadcasting networks’ expansion to include rugby in their programming. In addition to the networking staples for rugby, (Setanta, Fox and BBC broadcasting in America) mainstream American sports networks such as ESPN and NBCSN have realized the significant growth of rugby.
- ✓ Rugby’s recent Olympic status means increased TV exposure.
- ✓ In addition to NBC broadcasting rugby on network TV, cable channels have begun broadcasting an increasing amount of rugby. Fox shows English Premiership, Pro12 and Heineken Cup matches on Fox Soccer Plus. ESPN shows French Top 14 on its ESPN3 channel. BBC America shows select matches from the Six Nations tournament.
- ✓ Rugby tournaments in the U.S. have landed commercial sponsorships from blue-chip companies such as Toyota, Subway, Anheuser-Busch, Bridgestone and Geico.

# The Rugby Community

- ✓ Rugby is the fastest growing collegiate sport for both men and women.
- ✓ Marketing statistics note that rugby fans tend to skew toward the more educated and affluent.
- ✓ Rugby membership is highest in New England and in the Rocky Mountain states.
- ✓ Rugby generates widespread interest among women as well as men.
- ✓ 43% of all rugby participants have a household income of at least \$75,000 per year.



# Rugby in The News

The New York Times

Rugby's More Perfect Union

<https://www.nytimes.com/2017/03/10/opinion/rugbys-more-perfect-union.html>

An English expat finds American roots in a game he loves but thought he'd left behind.

THE WALL STREET JOURNAL.  
**WSJ**

What the NFL Can Learn From Rugby

<https://www.wsj.com/articles/what-the-nfl-can-learn-from-rugby-1442335267>

As the World Cup begins in England, more football coaches stateside look to rugby to improve tackling.

THE WALL STREET JOURNAL.  
**WSJ**

Why the U.S. Should Care About Rugby

<https://www.wsj.com/articles/the-u-s-should-care-about-rugby-1444080969>



US rugby is on the rise -- should the NFL be worried?

<http://edition.cnn.com/2017/03/16/sport/rise-of-american-rugby-ebner-serevi-wooching/index.html>

The rise of rugby in America took another step forward this month...

**Inc.**

The Fastest-Growing Team Sport in the Nation Breeds Big Business

<https://www.inc.com/mandy-antoniacci/the-fastest-growing-team-sport-in-the-nation-breeds-big-business.html>

THE DENVER POST

City of Glendale made rugby its brand, a move that's paying off with a professional team

<http://www.denverpost.com/2017/06/02/glendale-made-rugby-its-brand-glendale-raptors/>



# A Contemporary Approach to Branding, Media and Marketing Activation

The Rugged Rugby Tour has partnered with Professional Rugby Agency to help our partners achieve specific business/marketing objectives. Having a full-service marketing agency in our corner allows us to work with our partners to create a sophisticated, multi-channel activation for our brand partners, utilizing traditional, digital and social media, effective communication platforms and publicity.

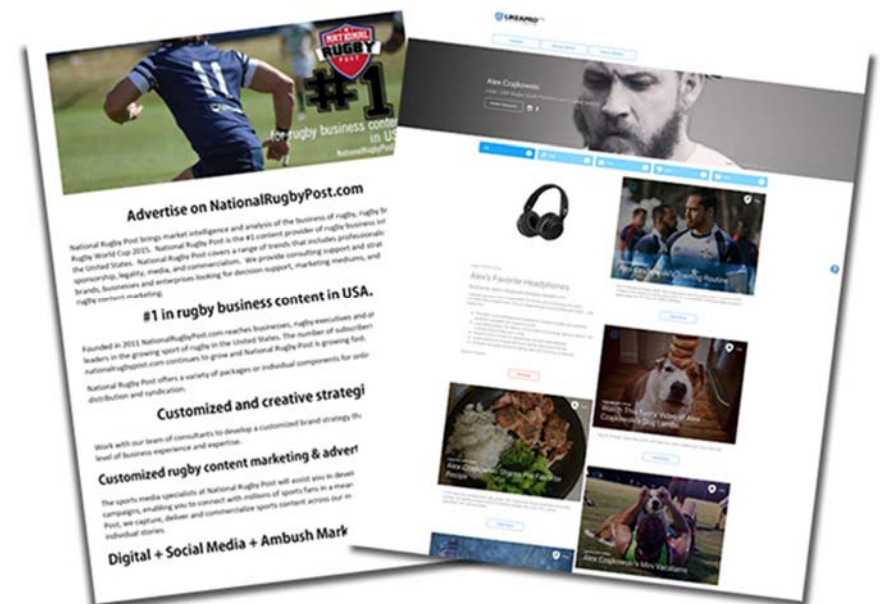


# About Professional Rugby Agency

- ✓ Professional Rugby Agency is the Official Agency of Rugged Rugby Tour.
- ✓ Professional Rugby Agency creates rugby brand conversations with players, clubs, leagues and tournaments by developing high visibility, customized presentations and fan engagement approaches.
- ✓ Our mission is to shape American rugby strategy by introducing rugby's competition, values and demographics to the mainstream. The values of rugby are: Tradition, Teamwork, Respect, Character, Sportsmanship, Enjoyment and Entertainment.
- ✓ We represent one of the only portfolios of rugby players, teams and tournaments in the U.S. We offer consulting, representation, brand synergy, digital and communication services from our home base in Denver, Colorado.

## Services Available to Our Partners

- ✓ Communications and Media Relations
- ✓ Digital, e-Commerce, Social Media
- ✓ Design
- ✓ Sponsorship Activation
- ✓ Publicity



# Contact Us

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