



Wynnum & Districts Rugby Union
PO Box 498 Wynnum, QLD, 4178

Ground Location
Elanora Park, Granada Street Wynnum, QLD, 4178
www.wynnumrugby.com.au



Sponsorship Proposal

Wynnum & District Rugby Union
Club
SEASON 2016



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WYNNUM & DISTRICT RUGBY UNION CLUB

The Wynnum & District Rugby Union also known as "The Bugs" thanks you for taking the time to review this Sponsorship Proposal. There are a range of sponsorship opportunities available and we would be happy to discuss any alternative sponsorship arrangements you may have in mind.

Our Club is situated in East regional Brisbane. It draws 60%+ of its players from immediate suburbs such as Wynnum, Manly, Lota, Hemmant and Wakerley. It is a rugby community club based on local geography and is distinct from other junior clubs which appeal to school tradition, learning institutions and other bases for the formation of a rugby community.

The Wynnum & District Rugby Union have a proud tradition dating back to 1979. The Club works to align the Junior Club with the Senior Club which has a long and proud history of success in the suburban rugby community. Since its foundation, it has grown to be a 300 plus player club and continues to grow through its reputation for service to its players. The number of registered players at the club in 2015 included 285 juniors and 61 senior players across 22 teams.

The Club has also developed a proportionately large number of representative players who have represented the State in recent years in the Qld Suburban Rugby Union Team, the BJRU East Region representative teams and the Under 12 Development Squads.

The core strengths of the Wynnum & District Rugby Union are:

- A family orientated club that develops its player base locally.
- A club which encourages player participation in a safe and friendly environment; regardless of individual skill level.
- A community rugby club that expresses all the values associated with community rugby.
- A peak Junior Rugby Club in the Bayside Regional Community.
- A social enterprise which trades for financial profit for the exclusive benefit of its players.
- A transparent and accountable rugby organisation which uses a business approach to achieve its social goals.
- A club which strongly supports the Codes of Conduct and guidelines for participation of the ARU, QRU, QSRU, QJRU and BJRU for players, member/parents and supporters.
- A club which offers rugby pathways from Under 6 to Senior Men's A Grade and the veteran team the Battered Bugs.
- A club with excellent facilities and playing field access.
- A club which supports disadvantaged children and teens.



- A club which endeavours to create a supportive social team sporting environment for all members to develop in.
- A club which appreciates on field success and encourages social interaction between all off the field.





WYNNUM & DISTRICT RUGBY UNION SENIOR MEN'S TEAMS

The Wynnum & District Rugby Union Seniors in 2015 have just completed their 21st season in the Queensland Suburban Rugby Union (QSRU) or previously affiliated competitions. Over this time, the Bugs have established themselves as the dominate club in this competition and made their home ground Elanora Park a fortress against visiting teams. In 2015, Wynnum entered 2 teams in the QSRU and in 2016 will again do the same.

In 2015, the Wynnum & District Rugby Union 1st grade team admirably attempted to defend their Barber Cup 2014 premiership losing a narrow grand final to Minor Premiers, Springfield; going down 31 - 24, in a fiercely contested finale to another successful season. This achievement was reinforced by the premiership winning 2nd grade Pegg Cup team that defeated Springfield in a physical encounter worthy of the setting at Ballymore, the home of Queensland Rugby. Both Wynnum teams played good hard and expansive rugby throughout the season resulting in an average of well over 30 points scored per team, per game, with points scored against being less than half that.

2016 shapes to be another exciting year for the Wynnum & District Rugby Union, with a few new and old faces complementing the successful 2015 squad. In 2016 we will continue to build and present suitable and celebratory events on the Bug's social calendar. Major events will include:

- Old Boys Day,
- Sponsors Day,
- Ladies Day and
- a Grand Final replay against the Springfield Hawks.

The Wynnum & District Rugby Union also anticipate having a number of players selected in the QSRU Representative Team to play in the annual Barraclough Shield clash against NSW Suburban Rugby Union in QLD this year.





The goals of the 2016 Wynnum & District Rugby Union will be to return the QRSU Club Championship to Wynnum, to add another Barber Cup win 1st Grade and retain the 2nd Grade Pegg Cup title. Wynnum has a vast array of talented local juniors that will continue to be

developed into future senior players and leaders. It is hoped that the previous on-field success will continue and translate into successful representation of our sponsors off the field.





CORPORATE BENEFITS

Sponsorship of the Wynnum & District Rugby Union will assist all players from under 6 to 1st Grade with better equipment, merchandising and team interaction. The benefits of sponsorship for the Wynnum Bugs will include:

- Reduced player registration costs giving the affordability of playing rugby to all interested players
- Better training equipment to allow all teams to train to their highest ability
- Higher quality training and playing kits to reflect the on-field success of the club
- Off field merchandise to better represent the club and community
- Funds to support transition for disadvantaged children and teens from school to a mature and supportive social team sports environment
- Sponsor representative players
- Assist the Wynnum & District Rugby Union with charity events to raise funds for worthwhile causes.
- Promotion of major club events:
 - Sponsor's Day: in recognition and appreciation of the support the Bugs receive from our valued sponsors, a home game at the beginning of the season is dedicated to our sponsors with off field celebrations to rival on field intensity
 - Wynnum Bugs Old Boy's Day: a celebration of what it means to wear the red, white and blue of the Wynnum Bugs. This is our Charity Fundraiser and one of the biggest social events of the year.
 - Ladies Day: acknowledging the contribution of women to rugby and in particular the mothers, wives, partners and extended family, the Bugs 'turn' pink with marquees, music and drinks set-up for ladies.
 - Senior's Awards Night: the finale of a usually long and successful season culminates in a sit down dinner for players, partners and guests with presentation of awards for recognition on and off the field.
 - Junior Presentation Day: the culmination of the junior season with a day to celebrate the achievements of the season and congratulate all players, coaches and supporters for their efforts

The benefits that sponsors of the Wynnum Bugs receive include:

- Recognition with permanent signage inside the club house (Sponsors board) for the 2016 Season



- Recognition with signs at home games and official club functions – visible to all members and visitors to the club
- Website/Facebook promotion and advertising
- Networking opportunities at game day functions, especially the Sponsors Day which typically attracts a number of local business operators, community leaders and local politicians
- Local newspaper media coverage in text or picture showing sponsors logo or names depending on level of sponsorship
- Promotion with the Wynnium Chamber of Commerce and local businesses
- Club merchandising for use on the field and off the field depending on the level of sponsorship
- Wynnium Bugs Match Ball or Jersey depending on the level of sponsorship
- Integration and recognition in the Wynnium & District Rugby Union and the local community
- Possible tax benefits for use of company marketing budget
- Other opportunities available upon discussion with associated parties



SPONSORSHIP PACKAGE OPTIONS 2016

	Major Club Sponsor 1 Available	Gold Sponsor 1 Available	Silver Sponsor 4 Available	Silver Sponsor 1 Available	Silver Sponsor 1 Available	Bronze Sponsor 4 Available	Jnr Jersey Kit Options 15 Available
All prices include GST	\$12,000	\$5,000	\$2,500	\$2,000	\$2,000	\$750	\$1,000 to \$1,650
Type	Club	Senior	Club	Senior T/S	Senior J	Senior J/S	Jnr T/K U6 – U16
Branding Opportunities							
Playing Jersey	✓	✓			✓	✓	✓
Senior Training Singlet				✓			
Senior Charity Jersey		✓		✓	✓		
Playing Shorts	✓						
Training T-Shirt	✓		✓				
Old Boys Day Sponsorship		✓					
Marquee	✓						
Club house signage	✓	✓	✓	✓	✓		
Sponsors board signage	✓	✓	✓	✓	✓	✓	✓
Website							
Home page – logo	✓	✓	✓	✓	✓	✓	✓
Sponsors page	TBA	TBA	TBA	TBA	TBA	TBA	TBA
Weekly email	✓	✓	✓	✓	✓	✓	✓
Prime page advertising	✓	✓					
Benefits							
Major Fundraising Event	4 Tickets	4 Tickets	2 Tickets	2 Tickets	2 Tickets		
Sponsors Day	4 Tickets	4 Tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets

Senior Presentation Dinner	2 Tickets	2 Tickets					
2016 Bugs Jersey	1 Only	1 Only					
Signed Club Ball	1 Only	1 Only	1 Only	1 Only	1 Only	1 Only	1 Only

Plus Packages 2 Year Option

2 Year Options		
	Scoreboard Sponsor 1 Available	Marquee Sponsor 1 Available
All prices include GST	\$5,000	\$3,000
Type	Scoreboard Sponsor for 2 Years	Marquee Sponsor for 2 years
Branding Opportunities		
Signage on Scoreboard	✓	
Marquee Wrap Signage		✓
Club house signage	✓	✓
Sponsors board signage	✓	✓
Website		
Home page – logo	✓	✓
Sponsors page – logo	TBA	TBA
Weekly email: Draw notification	✓	✓
Prime page advertising	✓	✓
Benefits		
Major Fundraising Event	2 Tickets	2 Tickets
Sponsors day	2 Tickets	2 Tickets
Club or Charity Jersey	1 Only (2016)	
Signed Club Ball		1 Only (2016)



CLUB & JUNIOR SPONSORSHIP BREAKDOWN

MAJOR CLUB SPONSORSHIP- \$12,000

This package is exclusive to one and only one sponsor. It includes

- Company logo on the Front of all Training shirts approximately 350 units
- Company logo on sleeve of junior teams
- Company logo on playing shorts
- 3 x 6 metre Club marquee for game day and event use for 2 years
- Club House and Sponsors board signage
- Full media package
- 4 x tickets to Major Fundraising Event
- 4 x tickets to 2016 Sponsor's Day
- 2 x tickets to Senior Presentation Dinner
- A 2016 Wynnum Bugs Jersey
- A signed Wynnum & Districts Rugby Union Ball

SILVER SPONSORSHIP- \$2,500

This package is limited to 4 sponsors and includes:

- Company logo on the back of all Training Shirts
- Club House and Sponsors board signage
- Media - Home Page logo, Sponsors Page & Weekly email
- 2 x tickets to Major Fundraising Event
- 2 x tickets to Sponsors Day
- A signed 2016 Wynnum & Districts Rugby Union Ball





JUNIOR JERSEY SPONSORSHIP- \$1,000 for U6-U7 - \$1,250 U8-U9 -\$1,650 for U10-U16

This package is limited to 1 Sponsor/age group- Total of 11 Sponsors and includes:

- Company logo on the front of the jersey of all teams in nominated age group
- Sponsor board signage
- Media - Home Page logo, Sponsors Page & Weekly email
- 2 x tickets to Sponsors Day
- Invitation to Junior Trophy Day
- A signed 2016 Wynnum & Districts Rugby Union Ball

SCOREBOARD SPONSORSHIP- \$5,000

This package is limited to 1 sponsor and includes:

- Signage on Scoreboard for 2 Years
- Club House and Sponsors board signage
- Full media package
- 2 x tickets to Major Fundraising Event
- 2 x tickets to Sponsors Day
- A 2016 Wynnum Bugs Jersey

MARQUEE SPONSORSHIP- \$3,000

This package is limited to 1 sponsor and includes:

- Marquee wrap signage
- Club House and Sponsors board signage
- Full media package
- 2 x tickets to Major Fundraising Event
- 2 x tickets to Sponsors Day
- A signed 2016 Wynnum & Districts Rugby Union Ball





SENIOR SPONSORSHIP BREAKDOWN

GOLD SPONSORSHIP – Senior’s Naming Rights Sponsor - \$5,000

This package is limited to 1 sponsor and includes:

- Company logo across the front of the 2 Senior Men’s Teams Jerseys
- Company logo on sleeve of Wynnum Bugs 1st XV Charity Jerseys
- Game Day Sponsorship for Old Boys Day
- Clubhouse and Sponsors board signage
- Full media package
- 4 x tickets to Major Fundraising Event
- 4 x tickets to Sponsor’s Day
- 2 x tickets to Senior Presentation Dinner
- A 2016 Wynnum Bugs Jersey
- A signed Wynnum & Districts Rugby Union Ball

SILVER SPONSORSHIP- Senior Training Singlets Sponsor \$2,000 (T/S)

This package is limited to 1 sponsor and includes:

- Company logo across the front and back of the training singlets provided to all senior players (Barber Cup & Pegg Cup)
- Company logo across the sleeve of Wynnum Bugs 1st XV Charity Jersey
- Clubhouse and Sponsors board signage
- Media – Home Page logo, Sponsors Page & Weekly email
- 2 x tickets to Major Fundraising Event
- 2 x tickets to Sponsor’s Day
- A signed 2016 Wynnum & Districts Rugby Union Ball

SILVER SPONSORSHIP- Senior Jersey Sponsor \$2,000 (J)

This package is limited to 1 sponsor and includes:

- Company logo across the back of all senior jerseys (Barber Cup & Pegg Cup)



- Company logo across the back of Wynnum Bugs 1st XV Charity Jersey
- Clubhouse and Sponsors board signage
- Media – Home Page logo, Sponsors Page & Weekly email
- 2 x tickets to Major Fundraising Event
- 2 x tickets to Sponsor’s Day
- A signed 2016 Wynnum & Districts Rugby Union Ball

BRONZE SPONSORSHIP- \$750 per sleeve – option to sponsor a sleeve on both senior teams for \$1,500 (J/S)

This package is limited to 2 – 4 sponsors depending on number of sleeves purchased and includes:

- Company logo on sleeve of the jersey of a Senior Men’s Team
- Sponsors board signage
- Media - Home Page logo, Sponsors Page & Weekly email
- 2 x tickets for Sponsor’s Day
- A 2016 Wynnum & Districts Rugby Union Ball

ALTERNATIVE SPONSORSHIP

Wynnum & District Rugby Union is a diverse and dynamic club and standardised sponsorship is not the best manner to support the club for some businesses or entities. The offer and commitment of specialised goods and services can often be as valuable as support in cash for



the operations and growth of a community club. Examples can be donations of meat trays, sign printing, electrical, building or painting services, media management etc. As it is often difficult to compare offers and services,

please feel free to discuss a mutually beneficial tailored sponsorship package with the club.

MERCHANDISE/SERVICE SPONSORSHIP – Prices Varying Depending on Merchandise

To mirror the on-field success of the club, the Wynnum & District Rugby Union Seniors are looking to reflect this success off-field with kit and apparel. Merchandise such as player kit bags, weather jackets and polo shirts are examples of merchandise which can be used to promote the professionalism of your business as well as the club. Services to the seniors, such as physiotherapy and massage are also highly desirable so please feel free to discuss a mutually beneficial tailored sponsorship package with the club for merchandise, services or ideas not listed in this proposal.



MEDIA COVERAGE

The Wynnum & District Rugby Union attract a variety of attention during each season from a number of different sources. Each week the Wynnum & District Rugby Union place an article within the sports section of the local Quest newspaper, the Wynnum Herald. Both text and visual promotion here are used throughout the season and are pleasantly received both in print and on the website. When playing away games in the City of Ipswich, articles are also often posted in the QT Times in print and online. The success of the teams also flows through in their visibility to the QSRU and the Queensland Rugby Union with finals information, photographs and results often being relayed by both parties on their websites.



The Wynnum & District Rugby Union also have a social media presence with its own public Facebook page. It

actively encourages all its players, former players and members to like and promote the group. The page is also used to actively promote all sponsors to the Club and its supporters.

Our website promotes all current sponsors with 2016 seeing the introduction of a sponsors' page especially set up for sponsors advertising. Internally we send out weekly email newsletters to all parents and players. On game day, sponsors posters, banners and flags can be arranged to be placed around the clubhouse and fields at the sponsor's request. Sponsorship opportunities are also available for equipment around the club to carry logos.





SPONSORSHIP SIGN OFF FORM

Date:

We, _____, hereby agree to sponsor the Wynnum & District Rugby Union for the 2016 season.

We agree to sponsor for the following package (N.B. All prices Inc. GST)

- \$12,000 Major Club Sponsor
- \$5,000 Gold Sponsorship (Senior's Naming Rights)
- \$2,500 Silver Sponsorship (Club Training Shirt)
- \$2,000 Silver Sponsorship (Senior Training Singlet)
- \$2,000 Silver Sponsorship (Senior Jersey)
- \$750 Bronze Sponsorship (Seniors Jersey Sleeve)
- \$1,000 to \$1,650 Jersey Sponsorship (Junior Jersey kits)
- \$5,000 Scoreboard Sponsorship (2 year option)
- \$3,000 Marquee Sponsorship (2 year option)
- \$300 Senior Game Day Sponsorship
- Alternative Sponsorship: _____

N.B. All logos for sublimation on jerseys must be in .ai or .eps format or a \$50 retrace fee will be passed on to sponsor from merchandise supplier.

Payment Terms:

Payment Date:

Sponsor Representative

Wynnum Bugs Representative

