



davelogan@telus.net

www.edmontonrugby.com

Edmonton Rugby Union Sponsorship Program

To Our Partners,

Tenacity, dedication, responsibility, family. These are some of the positive traits that supporters of the sport of Rugby tend to display. These same traits can provide opportunities for achieving common goals with our partners.

The Edmonton Rugby Community is willing to support the companies and business that help to support their love of sport. We have demonstrated significant financial, brand and visibility benefits to partnerships with the Unions that provide administration and the Clubs that give direct support to their members.

We would like to invite you to join this family. Every person is different just like every sponsorship agreement. We will need to find different ways to ensure there is value and benefit for all. The team at the ERU is willing to help find those ways.

Let's get out there and play.

A handwritten signature in blue ink, appearing to read 'Dave Logan', is positioned below the text. The signature is fluid and cursive, with a long horizontal stroke at the end.

Dave Logan

Sponsorship Coordinator
Edmonton Rugby Union



History:

The Edmonton Rugby Union was formed in 1960 and its mandate is:

- To administer, control, organize, encourage and promote all aspects of the game Rugby Football in Central and Northern Alberta at Mini, Junior and Senior levels for both males and females.
- To develop programs that will improve the standard and quality of play, coaching and officiating of amateur rugby football for all age levels.
- To plan, organize and coordinate the various matches, competitions, programs and activities among the member clubs and associated junior levels.
- To encourage fair competition and arrange matches and tours for Representative sides and any other matches which the ERU may deem necessary.
- To obtain income to cover all the annual costs of operating the various activities of the ERU.
- To assist member clubs and recognized affiliates so far as possible in the obtaining of playing fields and facilities.



Exposure (2017 season): The Possibilities

- 50+ Senior and Junior games over 16 game days; 50 players/coaches per game and 50-500 spectators
- 20+ High School Hosted games plus 6 Championship games
- 11 Saturday morning Youth Festivals; ages 5-15. Approximately 500 children and parents
- Website averaging thousands of unique visits per month
- Facebook Page with 448 Likes
- Facebook Public Group with 904 members
- Twitter following of 672

Company Benefits:

- Brand awareness: Your Company will be exposed to consumers giving heightened awareness of your business.
- Company Image: Helps to create a style and personality which will distinguish your product from its competition.
- Customer Relations: Loyalty of sporting fans can have a direct impact on company perception and business decisions.
- Employee Relations: Sport sponsorship can help to foster company pride as well as attracting and retaining staff.
- Community Relations: Sponsorship can show that a company cares about the community and the quality of living of its citizens
- **Direct Financial Benefit: Clubs will be strongly encouraged to use the services of your company whenever possible and throughout their business networks.**



Join the team

Yearly Investment

Title Partner (1 available, two year min)	\$25,000
<ul style="list-style-type: none"> Ellerslie Rugby Park Naming Rights 2 4x8' Main pitch berm sign 2 2x4' Fence to back field sign 2 1x4' Grand Stand Signs 1 Goal post pad cover set on the Main pitch 2 Facility rentals per year (Subject to availability) Your logo with a link in a prominent position at www.EdmontonRugby.com Playoff Host for City Finals (Includes inside & outdoor exposure) 1 Official ERU event at your business location 	
Gold Partner	\$10,000
<ul style="list-style-type: none"> Scoreboard sign 1 4x8' Main pitch berm sign 2 2x4' Fence to back field sign 2 1x4' Grand Stand Sign 1 Goal post pad cover set Your logo with a link at www.EdmontonRugby.com 1 Facility rental per year (Subject to availability) Game Day Host (Includes inside & outdoor exposure) 	
Green Partner	\$5,000
<ul style="list-style-type: none"> 1 4x8' Main pitch berm sign 2 Fence to back field sign 1 Grand Stand Sign Side of home page positioning at www.EdmontonRugby.com Game Day Host (Includes inside & outdoor exposure) 	

All sponsorships include website logos and links, quarterly ad campaigns on our media channels, and inclusion on the ERU Sponsor Wall of Fame.

À la carte Sponsor options

Scoreboard Sign	\$2,500
4x8' Main Pitch berm sign	\$2,000
Goal Post Covers (2 years)	\$1,500
Game Day Host	\$1,000
2x4' Fence to back field sign	\$800
1x4' Grand Stand Sign	\$650
Sponsor Logo at www.EdmontonRugby.com	\$200
Regional Development Officer Literature	TBD



Gold Jersey Sponsor U16 and U18 Girls & Boys (4 teams)

Jerseys will be worn at all home and away games in Edmonton, Calgary and any additional fixtures. After three seasons, these jerseys will be given to the players to wear within the community, furthering the advertising impact of your companies' contribution. With 25 jerseys per team that is your logo on 100 of Alberta's top junior athletes!

Packages are per year with a 3 year commitment required

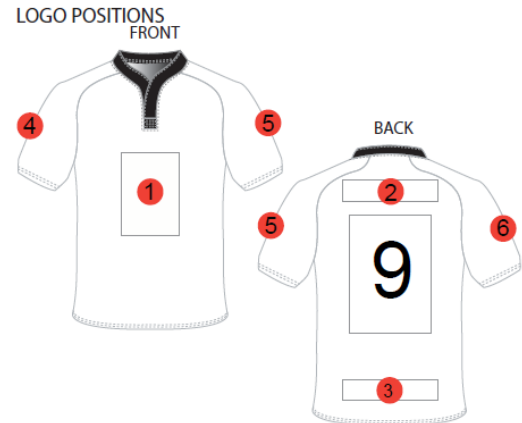
\$5000 – Front and Centre (20 sq.in)

\$4000 – Back Shoulders (16 sq.in)

\$3000 – Small of Back (16 sq.in)

\$2000 – Left Shoulder (4 sq.in)

\$2000 – Right Shoulder (4 sq.in)



Tentative 2018 Game schedule

- March- Vancouver Rugby Festival: Taking place on March 8th & 9th, the Festival is the ideal stage for elite teams preparing for a packed summer of top level Rugby Sevens. In addition, it is a great platform for youth development squads to gain meaningful competition alongside some of the world's best teams. 50+ teams in attendance
- June- Exhibition game with Red Deer & the Challenge Cup vs Calgary (which is in Edmonton this year and alternates each year)
- July- Alberta Rugby Championship- 4 team regional tournament that alternates locations around the Province plus exhibition games against touring sides from around the globe
- September- 7s series against Calgary that is held during Men's provincial finals, alternates between Calgary and Edmonton (will be Calgary for 2018)



Sponsorship Agreement- Edmonton Rugby Union

Date:	Contact:
Company:	
Address:	
Phone:	
Website:	
Email:	

I/We agree to a sponsorship in the amount of \$ _____ to the Edmonton Rugby Union,
I/We will receive the following sponsorship package & additional benefits:

1.

Sponsor Signature: _____ Date: _____

ERU/ERP Representative: _____ Date: _____

<p>Make cheques payable to:</p> <p>Ellerslie Rugby Park 11004 9 Avenue SW Edmonton, AB T6W 1A2</p>	<p>For more information contact:</p> <p>Dave Logan Sponsorship Coordinator Edmonton Rugby Union 780-919-7142 davelogan@telus.net</p>
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The Edmonton Rugby Union thanks you for joining our team! See you on the pitch!