

## WHAT IS RUGBY AND WHY SHOULD I SPONSOR IT?



Rugby is an international game that is catching on here in the United States.

The game is played with an oval stitched ball and involves passing, kicking, and supporting teammates throughout the game.

It combines raw aggressiveness with a high level of skill and tactical decision-making. The speed, power, adrenaline, and strategy make rugby the ultimate team sport.

New England is a hotbed of rugby, with over 160 clubs and interest at an all-time high.

The North Shore Rugby Football Club is always trying to create awareness and knowledge of the game here in Massachusetts.

Sponsorship funds and promotional materials can increase the club's visibility while at the same time providing positive public awareness of the sponsoring organization.

Rugby is almost equal parts athletic and social, and our club is no different.

Despite being a relatively new club, we have a great base of players and members of the North Shore community.

### NORTH SHORE RUGBY FOOTBALL CLUB

157 Conant St.  
Danvers, MA 01970

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## NORTH SHORE RUGBY FOOTBALL CLUB



### SPONSORSHIP INFORMATION

“Building a tradition”

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

# NORTH SHORE RUGBY

The North Shore Rugby Football Club is a small, non-profit organization based in Essex County.

We are in the beginning stages of establishing firm roots in the North Shore community.

One of the key elements in building a successful club is having the support of local businesses.

In 2007-2008, NSRFC was fortunate to be sponsored by Smithwicks, whose logo is prominently displayed on our playing jerseys.

This is just one example of a way to get involved with the club. (Please see middle panel for other possibilities.)



If you have ideas that don't fit into one of the pre-determined packages, let us know. We're flexible!

There are also possibilities of sponsorship-by-trade, if your company can provide items such as field equipment, apparel, etc. The possibilities are endless.

**The Red Sponsor** of the North Shore RFC will receive many benefits for their participation. This exclusive sponsor will be required to donate at least \$2,000 to our Club.

This sponsorship package will include the following benefits provided by our Club:

- Exclusive advertising, on the front of match jerseys.
- Opportunity for Company banner (provided by the sponsor and approved by the North Shore RFC) to be hung at home matches.
- A direct link from our website (including sponsor logo).

**Note: NSRFC.com gets roughly 2,000 page visits per year**

- Company name mentioned on all print media (i.e., press releases, team collateral, etc.).
- Will receive one North Shore RFC polo shirt courtesy of the club.

**The Blue Sponsor** of the North Shore RFC will receive many benefits for their participation. This sponsor will be required to donate at least \$500 to our Club.

This sponsorship package will include the following benefits provided by our Club:

- Advertising on the sleeve or shorts of the home and away match uniforms **OR**
- Opportunity to sponsor goal post pads displayed at all NSRFC home games @ \$250 each pad. Minimum 2 pads, maximum 4.
- Will receive one North Shore RFC polo shirt courtesy of the club.

**The White Sponsor** of the North Shore RFC offers the opportunity to participate in a sports sponsorship at a minimal cost.

This package requires a \$250 donation and will offer the following services:

- Prominent placement of advertising banners and opportunity to distribute advertising materials at all NSRFC home games
- A direct link from our website (including sponsor logo).
- Will receive one North Shore RFC Polo Shirt or 2 T-shirts courtesy of the club.

**Thank you in advance on behalf of all members of the Club.**

## Yes, I want to get involved!

Sign up for:	Price
<input type="checkbox"/> Red Sponsorship	\$2000.00
<input type="checkbox"/> Blue Sponsorship	\$500.00
<input type="checkbox"/> White Sponsorship	\$250.00
<input type="checkbox"/> Miscellaneous Donation (min. \$50)	\$

Total: \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

### Method of Payment

- Check  
 Bill Me

Please make checks payable to:  
*North Shore Rugby Football Club*  
 and mail to address below.

Thank you!!

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