



2014-2015 Season Sponsorship Opportunities

www.abbotsfordrugby.com

The Abbotsford Rugby Club has been operating in your community for over 35 years. We are host to the second largest rugby organization in British Columbia with twelve teams, including three men's divisions, a women's division, an old boys' team and multiple youth teams. We also run youth "mini-rugby" for boys and girls ages 5-13. Each year over 400 men, women, girls and boys suit up wearing ARFC colors. The cost of operating any sport continually rises and rugby is no exception. As a result, we have come to rely on community support to operate efficiently and provide support to our athletes and coaches. **It is our goal to ensure that rugby continues to grow as a vibrant sport in Abbotsford for both youth and young adults. Your sponsorship donation supports uniforms, tournaments and operating costs while offering a high level of exposure for your organization or business.**

Sponsorship Opportunities

- 1) **Field Signage** - Have your company advertisement or logo displayed on a large sign (4' x 8') at all of our home games at Exhibition Park. Hundreds of fans, parents, and family members regularly attend weekend games. (Includes ½ page game program advertising)
- 2) **Game Program** – Have your company ad or logo displayed in our game program, which is distributed at all home games and mini's jamborees throughout the season. We have various advertisement sizes and prices available.
- 3) **Uniform Sponsorship** – Advertise on our playing jerseys. The Abbotsford Rugby Club regularly receives newspaper coverage in both the Abbotsford News and the Abbotsford Times, complete with weekly pictures that regularly showcase our uniforms. We have various options available including jersey front, back, shoulders and sleeves. (Includes full page game program advertising)

With the purchase of any sponsorship package, you receive additional free advertising on our website. Our website is updated multiple times weekly and is visited by thousands of rugby enthusiasts from across British Columbia and beyond. If these options do not fit your needs, or if you have any other sponsorship ideas, please let us know. We are open to creating a package that suits your company or organization.

If you are interested in sponsorship with the ARFC, please do one of the following:

- 1) Fill out the form below and attach a business card and/or artwork for the desired advertisement, and submit it with appropriate payment to your ARFC contact person.
- 2) Contact Kate Etsell directly via email kaytlinetsell@shaw.ca or phone 604-996-5125.

Join some of our current Sponsors:



SPONSORSHIP PRICING

each option includes website advertising

Field Signage

Field Sign (4'x 8', includes sign creation)..... \$750
(\$600 for renewing sponsors)

Game Program Advertising

Back Cover (Full Page)..... \$450
Inside Cover (Full Page)..... \$350
Full Page \$300
½ Page \$250
Business Card..... \$150

Uniform Sponsorship:

Sleeve/Small Ad\$350
Mid Size (usually on back).....\$750
Feature Sponsor (front of jersey).....\$1,500

Name: _____ Business Name: _____

Phone: _____ Email: _____

ARFC Contact: _____ Selected Sponsorship: _____

Artwork Attached: Y or N Signature: _____

For further information or to forward digital graphics, please contact Kate Etsell by phone at (604) 996-5125 or email: kaytlinetsell@shaw.ca. Thank you for supporting the Abbotsford Rugby Club.