

# SPONSORSHIP PROPOSAL



## **PALMERSTON RUGBY UNION CLUB**

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## INTRODUCTION

Thank you for taking the time to consider supporting Palmerston Rugby Union Club in 2019.

### History

Palmerston Rugby Union Club (PRUC) is one of the founding clubs of the Northern Territory Rugby Union (NTRU), having played in the inaugural 1976/77 rugby union season. In 1984 the club moved to Palmerston - the first major sporting club to make the commitment to what was then a small town. We have been here ever since and have continued to grow and be part of the Palmerston community. In 2014 our commitment to taking our role in the community seriously was acknowledged when we were awarded the *NT Good Sports Club of the Year* award in recognition of our work in providing a safe, family-friendly and responsible club.

### Today

We value the support of our local community and are proud of our ongoing successes. We are proud of the opportunities we provide for the young people of Palmerston and we strive to provide pathways for them to achieve their goals. Many of our senior players have come through the ranks of our juniors.

Our club continues to encourage all our members to compete at the highest possible levels. Every year we have a significant number of players selected in representative teams. Our officials are also encouraged to expand their horizons. The current President of the NTRU is a former Palmerston club member, as were the two previous NTRU presidents.

In addition to the regular junior competition, the club holds a number of activities for juniors, including a come-and-try rugby day, a school holiday rugby camp and a junior rugby 7s tournament. The 7s tournament has gone from strength to strength every year and in 2017 we received the Palmerston City Council Australia Day Community Event of Year Award for the tournament.

We have our own clubhouse in Moulden. Not only is the clubhouse the heart of our club, it also provides significant promotional opportunities for our sponsors. We are also able to give back to the Palmerston community by making our clubhouse available for use by other community groups.

### Sponsorship

The sponsorship opportunities detailed on the following pages are fully negotiable and we would be pleased to discuss options that best suit your business. We believe our strongest asset is our people and we feel certain that you will quickly come to feel part of our very strong rugby community.

## ENQUIRIES

All enquiries regarding Palmerston Rugby Union Club sponsorship packages should be directed to:

**Ben Blyton, Club President, ph. 0417 082 531**

## BENEFITS

There are a number of benefits available to your business when sponsoring Palmerston Rugby Union Club. The following benefits are available to all our valued sponsors:

### Game Day Invitation

The Manager or representative of the sponsoring business will have a standing invitation as our guest at all NTRU fixtures.

### Club Functions

The Manager or representative of the sponsoring business will be invited to our Season Launch and Presentation Night.

### Corporate Boxes

During the season, the Manager or representative of the sponsoring business will be invited to our Sponsors' Day held at either Rugby Park or Moulden Oval. This is a valuable time to network with other local business people who support community sport.

### Website / Team App

The sponsor's logo will be displayed on our club website and team app, with links to the sponsor's website where applicable.

### Sponsors Advertising

Advertising for sponsors will be displayed at all Palmerston home games and will be on permanent display in our clubhouse.

### Home Games

Palmerston anticipates hosting four home games at Moulden Oval in 2019. These games draw a local crowd and the clubhouse becomes the focus after these games. Sponsors are invited to advertise their product at these events.

*Senior rugby - A Grade*



*Junior rugby - Under 5s*



## SPONSORSHIP PACKAGES

The following sponsorship packages are available in 2019:

### Platinum Club Sponsor - \$15,000

- Sponsor's logo displayed on the front of the A Grade playing jumpers
- Sponsor's logo displayed on the front of B Grade playing jumpers
- Sponsor's logo displayed on the front of Hottest 7s playing jumper and training singlet
- Sponsor's logo displayed on the back of club training shirt/singlet (over 250 per season)
- Sign at NTRU Rugby Park, Marrara
- Sign at PRUC Clubhouse, Moulden

### Gold Club Sponsor - \$10,000

- Sponsor's logo displayed on the back of the A Grade playing jumpers
- Sponsor's logo displayed on the back of the B Grade playing jumpers
- Sponsor's logo displayed on the back of the Hottest 7s playing jumper and training singlet
- Sponsor's logo displayed on the back of club training shirt/singlet (over 250 per season)
- Sign at NTRU Rugby Park, Marrara
- Sign at PRUC Clubhouse, Moulden

### Silver Club Sponsor - \$5000

- Sponsor's logo displayed on the back of club playing shorts (over 250 per season)
- Sponsor's logo displayed on the back of club training shirt/singlet (over 250 per season)

### Bronze Club Sponsor - \$2000

- Sponsor's logo displayed on the front of club playing shorts (over 250 per season)
- Sponsor's logo displayed on the back of club training shirt/singlet (over 250 per season)

### Senior Club Sponsor - \$2000 - \$4000

- Sponsor's logo displayed on the sleeves or elsewhere, of the senior playing jumpers
- Sponsor's logo displayed on the back of club training shirt/singlet (over 250 per season)

### Junior Club Sponsor - \$2000

- Sponsor's logo displayed on junior playing jumpers. A variety of age groups are responsible. Jumpers are worn for more than one season.
- Sponsor's logo displayed on the back of club training shirt/singlet (over 250 per season)

More packages are available on the following page.

Sponsorship packages (continued)...

### **General Club Sponsor - \$1000**

- Sponsor's logo displayed on the back of club training shirt/singlet (over 300 per season)

### **Junior Development Sponsor - \$5000**

Palmerston Rugby Union strongly believes in providing opportunities for the young people in Palmerston and offering programs to fulfil their potential. Our club is one of the largest junior rugby union clubs in the NT. As the junior development sponsor, you would assist the club with all aspects of our junior development programs including:

- Palmerston Crocs Junior 7s Tournament
- Come and Try Rugby Days
- School holiday junior rugby camps
- Junior coaching development programs
- Sponsor's logo displayed on the back of club training shirt/singlet (over 300 per season)
- Sponsor's logo displayed as Shopping Centres, Palmerston Markets and other locations where junior recruiting activities are occurring
- Media opportunities at the launch / advertising of the Come and Try Days, School Holiday Programs and Scholarship Launch

Funding will be 100% spent on junior development activities and can be acquitted if needed.

### **Merchandise Sponsor - \$ varies**

- There are opportunities to sponsor other club merchandising, including sports bags, stubby coolers, hats etc. We will be happy to work with you to ensure optimum exposure for your business.

### **Clubhouse Signage Sponsor - \$ varies**

- There is also the opportunity to sponsor a sign at our clubhouse. We will be happy to work with you to ensure optimum exposure for your business.

