

TURKISH RUGBY FEDERATION

SPONSORSHIPS
CONFIDENTIAL DOCUMENT



2020



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TURKISH RUGBY FEDERATION

Turkish Rugby Federation regulates 4 official athletic branches including 3 olympic sports.



FOOTBALL



RUGBY



BASEBALL



SOFTBALL



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INTRODUCTION

Turkish Rugby Federation was founded with an objective to grow new branches of athletic and olympic sports in the **Republic of Türkiye**.

Turkish Rugby Federation regulates the National Rugby League, Turkish Baseball & Softball Leagues and the Turkish (American) Football Leagues.

Turkish Rugby National Teams have gained significant successes in recent years by winning a Women's European Championship title in 2018 and a Men's European Rugby Championship (Conference-1) Runners-Up title in 2019. Our federation is working laboriously to provide the resources needed for our national teams, so they can represent our country in the international championships & olympics organizations. Also, Turkish National (American) Football and Baseball teams started to compete in the European Championship Organizations in 2018.

With the help of the growing organic popularity and the efforts of our federation, the total number of licensed athletes is expected to exceed the number of athletes competing in other sports branches in our country.

As of 2020, Turkish Rugby Federation is one of the fastest growing sports federations not only in our country, but also in Euroasia.



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MISSION

As a result of globalization, private companies seek opportunities to support specific missions that are aimed to increase the level of health, wellness, education and culture in various regions and countries around the world. By getting involved in these missions the sponsoring companies can be vertically integrated in a scaling market during the positive growth of younger generations through meaningful partnerships and memorable experiences.

Turkish Rugby Federation's primary goal is to significantly increase the number of licensed athletes and develop an ever-growing health and wellness oriented cultural movement through professional & collegiate sports organizations in our country.

We certainly aim to win trophies and championships, however our main goal is to provide educational services and grow the popularity of Rugby, Football, Baseball and Softball among young generations in Türkiye.

With a median age of 20, thousands of licensed players do not only play their favorite sports but they also promote their teams, schools and the sponsoring companies in all parts of their lives.

We welcome the opportunity for qualified companies to become an integral part of our meaningful mission and develop strategies together in order to increase our synergetic growth in the coming years.



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DEMOGRAPHICS

With the Turkish government's support and resources, Turkish Rugby Federation grew significantly in the past decade. From ages starting as young as 6 years old, thousands of licensed athletes compete both nationally and internationally.

It is also important to note that our goal is to expand our services and our reach equally in both urban and rural communities.



75+

Schools,
Universities &
Clubs



15K+

Licensed
Athletes



600+

Coaches &
Trainers



640+

Officials (17
International)

Among the 4 sports, (American) Football has the most amount of licensed athletes in Türkiye.

The majority of the licensed athletes are continuing their education in schools & universities. And the majority of coaches & officials are veteran athletes who are bonded to their communities.



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TURKISH RUGBY FEDERATION

FOOTBALL



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FOOTBALL

(American) Football started to gain popularity in universities during 1990's, and the games were played without the protective equipments until the year of 2000.

Universities started to invest into football by purchasing protective and training equipments after they witnessed a growing number of athletes who were willing to play the game without the protective pads and helmets. In the 2001 season, the first 8 fully equipped university teams formed the first Amateur Football League in Türkiye.

As of 2020 there are **19 Club Teams** and **50+ University teams** which are home to more than **6045 licensed athletes**. In addition, many universities have a growing number of Women's Flag Football Teams.



Football in Türkiye with Numbers:



60+

Schools &
Universities



19

Sports
Clubs



6045

Licensed
Athletes



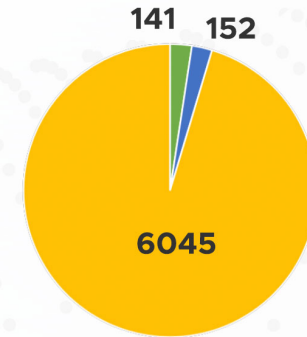
141

Coaches &
Trainers



152

Officials



Licenses Distribution



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FOOTBALL

Turkish National Fooball Team - 2018
Türkiye 17 - 7 Spain



2017 Turkish National Fooball League Final Game
Koc Rams vs Sakarya Tatankalar



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RUGBY



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RUGBY

Although the history of Rugby goes back to 1940's in Türkiye, the first official Rugby League was first formed in 2001. After 2005, the Turkish Rugby League was adopted by the Turkish Baseball Federation and the name of the old baseball federation was changed to "Turkish Rugby Federation" in 2011 due to the requirements of the International Olympic Sports Committee.

Currently there are **2951 licensed men and women rugby players** and there are **35 rugby clubs**.

In Türkiye, rugby is played by thousands of athletes who are from elementary schools, middle schools, high schools, universities and professional sports clubs.

Rugby in Türkiye with Numbers:



50+

Schools & Universities



35

Sports Clubs



2951

Licensed Athletes



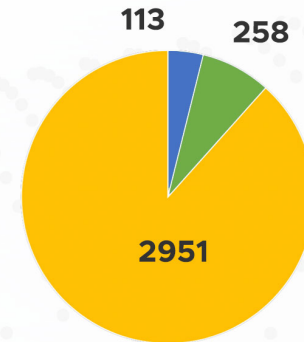
258

Coaches & Trainers



113

Officials (17 International)



Licenses Distribution



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RUGBY



Turkish National Ruby Team (Women) - 2018 Rugby Europe Champions



2017, 2018, 2019 Turkish Rugby National Teams @ Rugby Europe



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BASEBALL



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BASEBALL

After Baseball & Softball became internationally recognized olympic sports, the Turkish Baseball Federation was founded in 2001 with an objective to represent our nation in Baseball & Softball and in the future olympics organizations.

Currently there are **2767 licensed men and women baseball players** and there are **32 baseball clubs**.

In Türkiye, Baseball is played by thousands of athletes who are from elementary schools, middle schools, high schools, universities and professional sports clubs.



Baseball in Türkiye with Numbers:



30+

Schools &
Universities



32

Sports
Clubs



2767

Licensed
Athletes



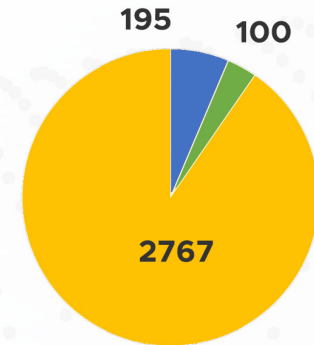
100

Coaches &
Trainers



195

Officials



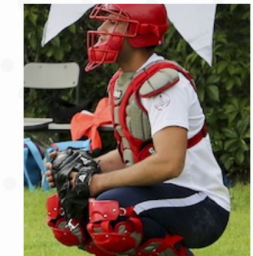
Licenses Distribution



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BASEBALL

Turkish National Baseball Team - 2018



Turkish National Baseball League Champions - 2018
Istanbul Titans



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TURKISH RUGBY FEDERATION

SOFTBALL



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SOFTBALL

After Baseball & Softball became internationally recognized olympic sports, the Turkish Baseball Federation was founded in 2001 with an objective to represent our nation in Baseball & Softball and in the future olympics organizations.

Currently there are **2616 licensed men and women softball players** and there are **33 baseball clubs**.

In Türkiye, Softball is played by thousands of athletes who are from elementary schools, middle schools, high schools, universities and professional sports clubs.



Softball in Türkiye with Numbers:



30+

Schools &
Universities



33

Sports
Clubs



2616

Licensed
Athletes



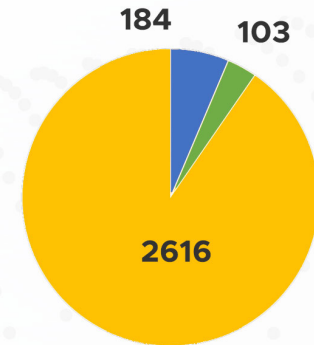
103

Coaches &
Trainers



184

Officials



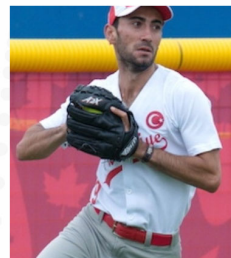
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SOFTBALL

Turkish National Softball Teams - 2017, 2018



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BRAND PLACEMENT & AUDIENCE

VISUAL

Banners, flags & other physical promotional materials

- + Sponsor brand banners to be displayed in all official sports events.
- + Sponsor brand to be displayed on the trophies and awards.
- + Sponsor brand to be displayed on merchandise items such as flags, hats, tshirts, hoodies etc.
- + Sponsor brand to be displayed on national teams' uniforms.
- + Sponsor brand to be displayed on referee uniforms and hats.
- + Other potential promotions in schools & universities.

100s of sports events annually
15K athletes to wear branded gear
600+ officials to wear branded gear
7 National Teams

Samples:



TITLE

Title Sponsorship Opportunities

- + Sponsor brand to be the main title sponsor of a particular league.
For example:
"X Brand" 2021 American Football League
- + Sponsor brand to become the name sponsor of TRF's main sports facility in Samsun.
For example:
"X Brand" Sports Complex
- + Sponsor brand to be displayed in all trophies.



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BRAND PLACEMENT & AUDIENCE

TV

National TV Coverage
TRT 2 SPOR

- + Sponsor brand to be displayed during screen transitions.
- + Sponsor brand to be displayed next to the digital scoreboard.
- + Sponsor brand to be mentioned before and during the event.



110+ Million Monthly Impressions
122K Youtube Subscribers
216K Instagram Followers
125K Facebook Likes

WEB

TRF.GOV.TR
with subdomains

- + Sponsor brand to be displayed on the Federation's website.
- + Sponsor brand to be displayed on all digital media (photos & videos) in the Federation's website.
- + Sponsor brand to be displayed on all digital invitations, posters, newsletters, emails and promotions.



www.Beyzbol.gov.tr
www.Softbol.gov.tr
www.Ragbi.gov.tr
www.Korumalifutbol.gov.tr

SOCIAL

Youtube + Instagram
Facebook

- + Sponsor brand to be displayed on the profiles and cover images of all social media channels.
- + Sponsor brand to be displayed in all video and photo posts.
- + Sponsor brand to be mentioned in all social media posts with hashtags.
For example: #WeLoveOurSponsor #XXX



100K Monthly Impressions
1.4K Youtube Subscribers
4.2K Instagram Followers
3.8K Facebook Likes



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SPONSORSHIP OPTIONS (2 YEARS)

Silver Sponsor



Jersey & Other Merchandise Sponsorship for all Licensed Athletes, National Teams & Officials.

\$75,000

\$67,500 Cash + \$7,500 Product Giveaways

+ % Revenue Sharing (TBD)

Silver Sponsor



Sponsorship for National TV Coverage, Website Presence, Digital, Newsletter and Social Media Content Promotions.

\$75,000

\$67,500 Cash + \$7,500 Product Giveaways

+ % Revenue Sharing (TBD)

Silver Sponsor



Title Sponsorship for League Names and for the TRF Sports Facilities. Banners & Flags to be present in all sports events.

\$75,000

\$67,500 Cash + \$7,500 Product Giveaways

+ % Revenue Sharing (TBD)

GOLD SPONSOR (ALL INCLUDED) \$175,000 Cash + \$25,000 Product Giveaways
\$200,000 + % Revenue Sharing (TBD)



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FINAL WORD

As our nation grows into a greater regional power, Turkish Rugby Federation will be growing nationwide and we will continue to compete in international competitions and championships with a growing number of licensed athletes and officials.

We know that every successful sports organization has a successful and long-lasting brand partner. Our federation also needs a dignified brand partner who believes in our mission and our future potential.

We are happy that you are interested in working with us, and we are looking forward to discussing the creative ways of working together. Thank you for being a part of our expanding community.

Sincerely,

Murat Pazan
President, TRF



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Murat Pazan
President, TRF

TURKISH RUGBY FEDERATION



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