



North Rocks Rugby Union



2019 Sponsorship Package



North Rocks Rugby Union

P.O. Box 4461, North Rocks, NSW 2151
info@northrocksjuniorrugby.com

President: Shane Kelleway
Mob: 0402 787 334

Registrar / Treasurer: Jane Carpenter
Mob: 0425 248 112

Dear Sir/Madam,

We would like to offer to you the opportunity to enhance your business and add true value to your company by becoming associated with North Rocks Rugby Union Club. We are a village rugby club within the premier Eastwood Rugby District who is committed to forging long and mutually rewarding relationships with leading industry businesses. Your sponsorship would provide an excellent opportunity to promote and support your business and maintain a high profile with an established sporting group in the local marketplace, a wide network of other business leaders and build a relationship with our emerging community leaders.

Our club comprises volunteers from the Executive through to Coaches, Managers to Canteen staff who give up their time to support the development of junior rugby in the local community. Our prosperity is largely dependent on the on-going contribution of funds from parents and our valued sponsors. The Club was **established in 1969** as the Roselea-Carlingford Junior Rugby Football Club and is now known as North Rocks Rugby Union Inc. This year we celebrate our 50th Anniversary as a rugby club.

The Club draws its players predominantly from the surrounding suburbs of **North Rocks, Carlingford, West Pennant Hills, Northmead, Baulkham Hills and Oatlands.**

North Rocks Rugby is a family club in the true sense – Everything we do is for the enjoyment and development of our players and their families. We have had children with special needs join our teams and we are proud to say that we have never turned anyone away.

We have been rewarded by the Australian Rugby Union for our hard work over the past few seasons. The ARU has invited our teams to play before Test Matches – the ultimate experience for any young rugby player, as well as prior to Super Rugby fixtures. Last year our Under 8s were involved in a three part mini series with Nick Phipps (current Waratah & Wallaby). Nick is actually a former North Rocks junior! In 2015 our under 8s & 9s were invited to play at ANZ Stadium prior to the Waratahs vs Brumbies game. In 2013 the Waratahs hosted a training Clinic at Kingsdene Oval - our home ground. This was attended by over 300 children. In 2012 the ARU even brought the Bledisloe Cup to Kingsdene Oval!

In 2019 North Rocks Rugby are looking to host a rugby program for children with special needs. This will be run by staff from the NSW Development Team along with volunteers from North Rocks Rugby. North Rocks will be one of the 3 clubs in NSW hosting this program – and the only one in Sydney’s West.

We appreciate your consideration to be acknowledged as an official sponsor. Our packages can be tailored to your requirements to ensure that you receive maximum exposure for your support.

Please find attached:

- A Club Profile of North Rocks Rugby Club
- Sponsorship Benefits
- Sponsorship Packages

If you have any queries please feel free to contact us for more information.

Yours Sincerely,

Shane Kelleway

President

North Rocks Rugby Union

www.northrocksjuniorrugby.com

Our Club History

The Club was **established in 1969** as the Roselea-Carlingford Junior Rugby Football Club and is now known as North Rocks Rugby Union Inc.

In season 2019, we have 150 families with the Club, playing in teams aged from 6 to 15.

Our Club is a non-profit organization. Being an incorporated association we are run by an executive team of 6.

Our training and home ground is the picturesque Kingsdene Oval, Felton Road, Carlingford. Kingsdene Oval has been our home ground for over 20 years.

North Rocks Rugby Union Inc is an Eastwood District Village Club and plays in the Sydney Juniors Sunday competition, visiting grounds all over Sydney from the Northern Beaches all the way down to the Mountains. Eastwood District is currently the premier district rugby club in Australia.

The Club draws its players predominantly from the surrounding suburbs of **North Rocks, Carlingford, West Pennant Hills, Northmead, Baulkham Hills and Oatlands.**

During the 2017 season North Rocks hosted visiting teams from New Zealand in a junior trans-Tasman clash and will again be hosting this in 2019.



North Rocks Rugby Union

Club Goals and Visions

We want all players and their families to enjoy the benefits of individuals caring for each other and looking to serve one another through open communication and participation in club activities. We encourage you to find your role within the life of the club.

Winning or losing is not in itself the measure of success.

A winning rugby community is a community;

- Which values its members and their individual giftedness;
- Which shares a common purpose;
- Which works together in harmony;
- Which is sensitive to the needs of others.

High Profile Players which North Rocks Rugby Union have nurtured include:

Nick Phipps – Current Waratah and a Wallaby

Ben Robinson – Waratah and a Wallaby

Rod Moore – Eastwood player, Waratah and a Wallaby

James Hilgendorf – former Eastwood, Western Force & Waratah player

Alex Walker – First Grade Eastwood and Australian Under21 World Cup Team.

Rowen Kellam – Eastwood Colts and Australian School Boys representative and Brumbies Player

Stuart Dickinson – Former North Rocks Player and Now International Referee.

North Rocks Rugby Union

Sponsorship Benefits

- Direct Access to Key Consumer Groups
- High Brand Exposure and Awareness
- Opportunity to interact directly with your consumers
- Cost Effective Advertising Vehicle
- Cost Effective Lead Generation
- Ability to generate call to Action
- Community Support
- Increased sales opportunities



North Rocks Rugby Union

CLUB PLATINUM

Which includes:

- Patch on ALL club jerseys (teams 6 to 17s i.e. approx 220 jerseys) which travel and are seen by numerous consumers when playing not only home games but away games at other fields
 - Seen by 400 people on home days
 - Seen by over 5000 people at our Canberra 7 aside weekend
 - Seen by over 1000 people of Rep Trial Days held at our home ground
- Complete ground signage
 - A Frame (provided by sponsor) to be placed outside the canteen at Home Days
 - Field Banners - Limited
 - Ground Marshall Area
- An extensive promotional campaign
 - Newspaper articles at the beginning of Registration
 - Recruitment Banners
 - Weekly E-Newsletters seen by 250 families 4 per month for 6 months
- Acknowledgement on the weekly E-Newsletter
 - Including call to action space on the Newsletter
- Hyperlink to your company's website with the North Rocks Rugby Union Club website that will facilitate maximum exposure of your support
- Presentation Day naming rights and acknowledgment including participation in award presentations
- Two complementary tickets to our End of Season Event & acknowledgment for your support
- Acknowledgement on Club presentation DVD which are purchased by numerous families
- Special promotions by arrangement to be discussed

Total commitment: \$8,000 (min 3 years)

North Rocks Rugby Union

CLUB GOLD

Which includes:

- Patch on ALL club Jersey Shoulders (teams 6 to 17s i.e. approx 220 jerseys) which travel and are seen by numerous consumers when playing not only home games but away games at other fields
 - Seen by 400 people on home days
 - Seen by over 5000 people at our Canberra 7 aside weekend
 - Seen by over 1000 people of Rep Trial Days held at our home ground
- Complete ground signage
 - A Frame (provided by sponsor) to be placed outside the canteen at Home Days
 - Field Banners - Limited
 - Ground Marshall Area
- An extensive promotional campaign
 - Recruitment Banners
 - Weekly E-Newsletters seen by 250 families 4 per month for 6 months
- Acknowledgement on the weekly newsletter
 - Including call to action space on the E-Newsletter
- Hyperlink to your company's website with the North Rocks Rugby Union Club website that will facilitate maximum exposure of your support
- Two complementary tickets to our End of Season Event & acknowledgment for your support
- Presentation Day naming rights and acknowledgment including participation in award presentations
- Acknowledgement on Club presentation DVD which are purchased by numerous families

Total Commitment: \$5000 (min 3 years)

North Rocks Rugby Union

CLUB SILVER

- Patch on ALL club Shorts (teams 6 to 17s i.e. approx 220 players) which travel and are seen by numerous consumers when playing not only home games but away games at other fields
 - Seen by 400 people on home days
 - Seen by over 5000 people at our Canberra 7 aside weekend
 - Seen by over 1000 people of Rep Trial Days held at our home ground
- Ground signage – By arrangement
 - A Frame (provided by sponsor) to be placed outside the canteen at Home Days
 - Ground Marshall Area
- An extensive promotional campaign
 - Weekly E-Newsletters seen by 250 families 4 per month for 6 months
- Acknowledgement on the weekly newsletter
 - Including call to action space on the E-Newsletter
- Hyperlink to your company's website with the North Rocks Rugby Union Club website that will facilitate maximum exposure of your support
- Two complementary tickets to our End of Season Event & acknowledgment for your support
- Acknowledgement on Club presentation DVD which are purchased by numerous families

Total Commitment: \$3000 (min 3 years)

North Rocks Rugby Union

CLUB BRONZE

- Logo on Club BBQ aprons seen by numerous consumers when playing at home games
 - Seen by 400 people on home days
- Ground signage - Limited
 - A Frame (provided by sponsor) to be placed outside the canteen at Home Days
- A promotional campaign
 - Weekly E-Newsletters seen by 250 families 4 per month for 6 months
- Acknowledgement on the weekly E-Newsletter
- Hyperlink to your company's website with the North Rocks Rugby Union Club website that will facilitate maximum exposure of your support
- Acknowledgement on Club presentation DVD which are purchased by numerous families
- Special thanks in sponsor area of newsletter

Total Commitment: \$1500.00

North Rocks Rugby Union

TEAM NAMING RIGHTS

Teams 6s to 9s @ \$500 per team

- Sponsor's name listed under the respective team on each E-Newsletter
- Patch along with other sponsors on the back of our training shirts
- A Frame (provided by sponsor) to be placed outside the canteen at Home Days
- Hyperlink to your company's website with the North Rocks Rugby Union Club website that will facilitate maximum exposure of your support

Teams 10s to 17s @ \$750 per team

- Sponsor's name listed under the respective team on each E-Newsletter
- Patch along with other sponsors on the back of our training shirts
- A Frame (provided by sponsor) to be placed outside the canteen at Home Days
- Hyperlink to your company's website with the North Rocks Rugby Union Club website that will facilitate maximum exposure of your support

TRY RUGBY PROGRAM SPONSOR

In February 2020 North Rocks Rugby are looking to Host a Try Rugby Program on Friday Evenings.

The program will give new players a taste of what rugby has to offer before they register for the season.

Participants will receive a Football, Water Bottle, Cap & Try Rugby Shirt. With the help of sponsors we will be able to subsidise the cost of running this program and therefore attract more participants.

- Sponsors Name would feature on the Try Rugby Shirts
- Sponsors Name would feature on the Try Rugby Flyers & Advertisements
- A Frame (provided by sponsor) to be placed out during all Try Rugby Sessions
- Hyperlink to your company's website with the North Rocks Rugby Union Club website that will facilitate maximum exposure of your support

Total Commitment: \$1000.00 (looking for two sponsors)